



**TRULY INTERNATIONAL HOLDINGS LIMITED**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock code: 0732)**

**NOTICE OF BOARD OF DIRECTORS MEETING**

Truly International Holdings Limited (the “Company”) hereby announces that a meeting of the board of directors will be held at 11:00 a.m., 30 August 2007 to consider and approve, among others, the unaudited interim results and dividend of the Company and its subsidiaries for the 6 months ended 30 June 2007.

By Order of the Board  
**Ng Sui Wa, Thomas**  
*Company Secretary*

*As at the date of this notice, the Board comprised Mr. Lam Wai Wah, Steven, Mr. Wong Pong Chun, James, Mr. Cheung Tat Sang, James and Mr. Li Jian Hua as executive directors and Mr. Chung Kam Kwong, Mr. Ip Cho Ting, Spencer and Mr. Heung Kai Sing as independent non-executive directors.*

Hong Kong, 20 August 2007

*“Please also refer to the published version of this announcement in **South China Morning Post.**”*