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TRULY[®]

TRULY INTERNATIONAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 0732)

NOTICE OF BOARD MEETING

The Board of Directors (the “Board”) of Truly International Holdings Limited (the “Company”) hereby announces that a meeting of the Board will be held at 2/F., Chung Shun Knitting Centre, 1-3 Wing Yip Street, Kwai Chung, N.T, Hong Kong on Tuesday, 24 August 2010 at 11:00 a.m., to consider and approve, among others, the unaudited interim results of the Company and its subsidiaries for the six months ended 30 June 2010.

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, 11 August 2010