

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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 Thursday, 15 April 2010 at 11:00 a.m., to consider and approve, among others, the audited annual results of the Company and its subsidiaries for the year ended 31 December 2009 and the payment of a final dividend, if applicable.

By order of the Board of
Truly International Holdings Limited
Ng Sui Wa, Thomas
Company Secretary

Hong Kong, 30 March 2010

As at the date of this notice, the Board comprises 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.