

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, 27 March 2008 at 10:00 a.m., to consider and approve, among others, the audited annual results of the Company and its subsidiaries for the year ended 31 December 2007 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, 13 March 2008

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.