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TRULY®

TRULY INTERNATIONAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 0732)

DATE 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, 29 March 2011, to consider and approve, among others, the annual results of the Company and its subsidiaries for the year ended 31 December 2010 and the payment of a final dividend, if applicable.

By order of the Board of
Truly International Holdings Limited
Ma Wai Tong
Company Secretary

Hong Kong, 17 March 2011

As at the date of this announcement, 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.