



Pacific Century
Premium Developments
盈科大衍地產發展

PACIFIC CENTURY PREMIUM DEVELOPMENTS LIMITED

盈科大衍地產發展有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 00432)

31 March 2011

To the Shareholders

Dear Sir/Madam,

**Corporate Communications of
Pacific Century Premium Developments Limited (the “Company”)**

The Company's 2010 Annual Report (the “**2010 Annual Report**”) has been dispatched to shareholders. Both the English and Chinese versions of the 2010 Annual Report are available on the Company's website at www.pcpd.com for 5 years from the date of publication. If you have any queries about how to access those documents on the Company's website or how to obtain copies of the 2010 Annual Report, please call the Company's hotline at (852) 2514 5084 during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays). Upon your written request, the Company will also send the printed version(s) of the 2010 Annual Report to you free of charge.

In our letter dated 14 September 2010, the Company had invited shareholders to elect the language and means of receipt of corporate communications (“**Corporate Communications**”) of the Company to be dispatched in the future. Corporate Communications include any document to be issued by the Company for shareholders' information or action, including but not limited to (a) the annual report; (b) the interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

As a shareholder of the Company, you may choose:

- (1) to read Corporate Communications published on the Company's website in place of receiving printed copies; or
- (2) to receive Corporate Communications on CD-ROM only in place of receiving printed copies; or
- (3) to receive a printed English version only; or
- (4) to receive a printed Chinese version only; or
- (5) to receive both the printed English and Chinese versions.

If you have made an election you will receive all future Corporate Communications in the language and via the means you have elected. If you have not made an election, only a printed Chinese version of future Corporate Communications will be sent to you if you are a natural person with a Chinese name and have an address in Hong Kong appearing on the register of members of the Company. In all other cases, we will only send you a printed English version of future Corporate Communications.

If you would like to make an election or change your current election of language and/or means of receipt of future Corporate Communications of the Company, please complete and sign the enclosed Reply Form and return the same with the prepaid envelope provided to the Company's branch share registrar, Computershare Hong Kong Investor Services Limited, 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. The Reply Form may also be downloaded from the Company's website at www.pcpd.com and the website of Hong Kong Exchanges and Clearing Limited at www.hkexnews.hk. Furthermore, you are entitled at any time by reasonable notice in writing to the Company's branch share registrar or by email to pcpd@computershare.com.hk to change your choice of language and/or means of receipt of future Corporate Communications of the Company.

Yours faithfully,
For and on behalf of
Pacific Century Premium Developments Limited
Cheng Wan Seung, Ella
Company Secretary

Encl.

* *For identification only*