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SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Codes: 00019 and 00087)

ELECTIONS AS TO MEANS OF RECEIPT AND LANGUAGE OF CORPORATE COMMUNICATIONS

The Company is making arrangements for Shareholders to elect to receive Corporate Communications (i) in electronic form on the Company's website at www.swirepacific.com (where they will continue to be published in both English and Chinese) or in printed form and (ii) if Shareholders elect to receive Corporate Communications in printed form, to elect to receive them in the English language, in the Chinese language or in both languages. The Company is doing this with a view to increasing efficiency, saving costs and protecting the environment.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. The Company will send a letter to its Shareholders on 10th December 2010 (the "**First Letter**") together with a reply form with a mailing label attached for posting within Hong Kong (the "**Reply Form**"). The First Letter and the Reply Form will be in English and Chinese. The Reply Form will enable Shareholders (i) to elect to receive the Company's future Corporate Communications by electronic means on the Company's website at www.swirepacific.com or in printed form and (ii) if they elect to receive future Communications in printed form, to elect to receive them in the English language only, in the Chinese language only or in both languages. Corporate Communications will continue to be published on the Company's website in both languages.

The First Letter explains that, if the Company does not receive from a Shareholder a duly completed and signed Reply Form (or another response from a Shareholder indicating that the Shareholder objects to receiving corporate communications in electronic form on the Company's website) on or before 10th January 2011, the Shareholder will be deemed, until the Shareholder informs the Company otherwise by reasonable notice in writing at the offices of the Hong Kong Share Registrar, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or by

email at swirepacific.ecom@computershare.com.hk, to have elected to receive all future Corporate Communications in electronic form on the Company's website instead of receiving them in printed form.

2. If a Shareholder has elected in a Reply Form to receive Corporate Communications in printed form, the Company will send Corporate Communications to the Shareholder in the language or languages selected by the Shareholder unless and until the Shareholder notifies the Hong Kong Share Registrar in writing (at the above address) or by email to swirepacific.ecom@computershare.com.hk that the Shareholder wishes to receive Corporate Communications in a different language (or, as the case may be, in both languages) or by electronic means on the Company's website.
3. If a Shareholder has elected in a Reply Form to receive Corporate Communications by electronic means on the Company's website, the Company will notify the Shareholder by e-mail (at the e-mail address provided in the Reply Form) when each Corporate Communication is published on the Company's website. If a Shareholder does not provide an e-mail address or is deemed (because the Shareholder has not sent a Reply Form) to have elected to receive Corporate Communications by electronic means on the Company's website, the Company will notify the Shareholder by post when each Corporate Communication is published on the Company's website. This notification will be sent to the address of the Shareholder which appears in the Company's register of members maintained by the Hong Kong Share Registrar.
4. When each Corporate Communication is sent by the Company in printed form to a Shareholder in accordance with the arrangements described in paragraph 2 above, a letter (the "**Second Letter**") and a change request form (the "**Change Request Form**") with a mailing label attached for posting within Hong Kong will be attached to or printed in the relevant Corporate Communication. The Second Letter and Change Request Form will be in English and Chinese. By completing and returning the Change Request Form to the Hong Kong Share Registrar, the Shareholder may elect (i) to receive future Corporate Communications in printed form instead of in electronic form on the Company's website (or in electronic form on the Company's website instead of in printed form) or (ii) to change the language in which the Shareholder receives Corporate Communications in printed form.
5. Shareholders may also at any time by reasonable notice in writing to the Company (sent to the Company's Hong Kong Share Registrar at the above address or by email to swirepacific.ecom@computershare.com.hk) elect (i) to receive future Corporate Communications in printed form instead of in electronic form on the Company's website (or in electronic form on the Company's website instead of in printed form) or (ii) to change the language in which they receive Corporate Communications in printed form. If any Shareholder who has elected (or is deemed to have elected) to receive Corporate Communications in electronic form on the Company's website for any reason has difficulty in obtaining access to Corporate Communications on the Company's website, the Company will upon request by the Shareholder send Corporate Communications to the Shareholder in printed form free of charge.

6. All Corporate Communications will continue to be available on the Company's website at www.swirepacific.com in both English and Chinese and in accessible format. Soft copies in both languages of all Corporate Communications will also be filed with the Stock Exchange on the same day as that on which they are made available to Shareholders (or on such other day as may be required by the Stock Exchange or in order to comply with the Listing Rules) and will be available on the website of the Stock Exchange at www.hkexnews.hk.
7. The Company is providing a hotline service (Tel: (852) 2862 8688) available during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays) to enable Shareholders to make enquiries about the arrangements described above.
8. The First Letter and the Second Letter will indicate that Corporate Communications will be available on the Company's website in both English and Chinese and that the hotline service is being provided as described above.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

“Board”	The board of directors of the Company.
“Company”	Swire Pacific Limited, an investment holding company incorporated in Hong Kong and listed on the Stock Exchange, the subsidiaries, associated companies and jointly controlled entities of which are engaged in property, aviation, beverages, marine services and trading and industrial businesses.
“Corporate Communications”	All documents issued by the Company to holders of its securities for their information or action and including (but not limited to) full and summary annual and interim financial reports (and all reports and accounts contained in them), notices of meetings, listing documents, circulars and forms of proxy.
“Hong Kong”	The Hong Kong Special Administrative Region of the People's Republic of China.
“Hong Kong Share Registrar”	Computershare Hong Kong Investor Services Limited, 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.
“Listing Rules”	The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.



- “Shareholder”** A holder of shares in the issued share capital of the Company.
- “Stock Exchange”** The Stock Exchange of Hong Kong Limited.

As at the date of this announcement, the Directors of the Company are:

Executive Directors: C.D. Pratt (Chairman), M. Cubbon, P.A. Kilgour, I.S.C. Shiu, J.R. Slosar and A.N. Tyler;

Non-Executive Directors: Baroness Dunn, J.W.J. Hughes-Hallett, P.A. Johansen and M.B. Swire; and

Independent Non-Executive Directors: T.G. Freshwater, C.K.M. Kwok, C. Lee, M. Leung, M.C.C. Sze and M.M.T. Yang.

By Order of the Board
Swire Pacific Limited
David Fu
Company Secretary

Hong Kong, 10th December 2010