![Swire Pacific logo] SWIRE PACIFIC

SWIRE PACIFIC LIMITED
(Incorporated in Hong Kong with limited liability)
(Stock Codes: 00019 and 00087)

Announcement

Resignation of Executive Director

The Board of Directors (the "Board") of Swire Pacific Limited (the "Company") announces that Mr. Antony Nigel TYLER has resigned as an Executive Director of the Company with effect from 31st March 2011.

Mr. Tyler has confirmed that he is not aware of any matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company. He has also confirmed that his resignation followed the recommendation of the Board of Governors of the International Air Transport Association ("IATA") that he be appointed as Director General and Chief Executive Officer of IATA with effect from 1st July 2011 and that he is not aware of any disagreement with the Board.

The Board would like to express its appreciation to Mr. Tyler for his long and dedicated service to the Swire group, and in particular for the quality of his contributions and counsel as a member of the Board during the three years since his appointment as a Director of the Company on 1st January 2008, and offers its best wishes to him.

The Directors of Swire Pacific as at the date of this announcement 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, 18th February 2011