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(Stock Code: 00618)

DATE OF BOARD MEETING

The board of directors (the “Board”) of EC-Founder (Holdings) Company Limited (the “Company”) hereby announces that a meeting of the Board of the Company will be held at Unit 1408, 14th Floor, Cable TV Tower, 9 Hoi Shing Road, Tsuen Wan, New Territories, Hong Kong on Friday, 25 March 2011, for the purpose of, among other matters, approving the final results of the Company and its subsidiaries for the year ended 31 December 2010 and its publication and considering the payment of a final dividend, if applicable.

By Order of the Board
Tang Yuk Bo, Yvonne
Company Secretary

Hong Kong, 15 March 2011

As at the date of this announcement, the board of directors of the Company comprises executive directors of Mr Zhang Zhao Dong (Chairman), Mr Chen Geng (President), Mr Xia Yang Jun, Mr Xie Ke Hai and Mr Zheng Fu Shuang, and the independent non-executive directors of Mr Li Fat Chung, Ms Wong Lam Kit Yee and Ms Cao Qian.

**For identification purpose only*