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SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Codes: **00019** and **00087**)

DATE OF BOARD MEETING

This is to announce that a meeting of the Board of Directors of Swire Pacific Limited (the "Company") will be held at 11:00 a.m. on Thursday, 11th August 2011 at the registered office of the Company, for the purpose of, among other matters, announcing the interim results for the six months ended 30th June 2011 and considering the payment of interim dividends for 2011.

In accordance with Rule A.3 of Appendix 10 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, the Directors of the Company are not allowed to deal in the securities of the Company from 12th July 2011 to 11th August 2011 (both days inclusive).

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 and J.R. Slosar;

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, 8th April 2011