Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaims any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement

This announcement appears for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for the securities in Shell Electric Mfg. (Holdings) Company Limited.

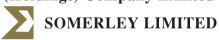


SHELL ELECTRIC MFG. (HOLDINGS) COMPANY LIMITED

蜆壳電器工業(集團)有限公司

(Incorporated in Hong Kong with limited liability under the Companies Ordinance)
(Stock Code: 00081)

Financial adviser to Shell Electric Mfg. (Holdings) Company Limited



APPOINTMENT OF INDEPENDENT FINANCIAL ADVISER

Reference is made to the joint announcement of China Overseas Land & Investment Limited, Shell Electric Mfg. (Holdings) Company Limited and Red Dynasty Investments Limited dated 29 September 2009 (the "Announcement"). Unless otherwise stated, capitalised terms used herein shall have the same meanings as those defined in the Announcement.

Appointment of independent financial adviser

The Board wishes to announce that it has appointed Taifook Capital Limited as the independent financial adviser to the Independent Board Committee advising on the Proposal, the Privateco Offer and the COLI Offer as to whether the Privateco Offer and the COLI Offer are, or are not, fair and reasonable, and as to acceptance, and such appointment has been approved by the Independent Board Committee pursuant to Rule 2.1 of the Takeovers Code.

WARNING: AS THE PRIVATECO OFFER AND THE COLI OFFER WILL ONLY BE MADE AFTER COMPLETION, WHICH IS SUBJECT TO A NUMBER OF CONDITIONS, EACH OF THE PRIVATECO OFFER AND THE COLI OFFER MAY OR MAY NOT PROCEED AND, AS SUCH, ARE POSSIBILITIES ONLY. INVESTORS AND SHAREHOLDERS ARE THEREFORE URGED TO EXERCISE CAUTION WHEN DEALING IN THE SHARES.

By Order of the board of
Shell Electric Mfg. (Holdings) Company Limited
Billy K Yung

Group Chairman and Chief Executive

Hong Kong, 10 November 2009

As at the date of this announcement, the Board comprises eight Directors, of which four are executive Directors, namely Mr. Billy K YUNG, Madam YUNG HO Wun Ching, Mr. LEUNG Chun Wah and Mr. Eddie HURIP; one non-executive Director, being Mr. Simon YUNG Kwok Choi, and three independent non-executive Directors, namely Mr. Peter WONG Chung On, Mr. Peter LAM and Mr. Lawrence LEUNG Man Chiu.

The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.

The English text of this announcement shall prevail over its Chinese text.