

PIONEER CEMENT LIMITED

(Shares Department)

66 - Garden Block, New Garden Town, Lahore.

Tel: 042-5831462-63 Fax: 042-5831462

Website: www.pioneercement.com

Email : Shares@pioneercement.com

PCL/SHR

01 March, 2010

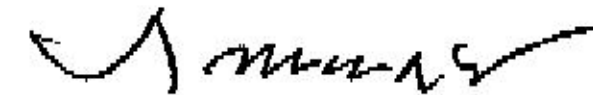
1. The Secretary
Karachi Stock Exchange (G) Ltd.
Stock Exchange Building, Karachi. Fax: 021-111-573-329
Fax: 021-2437560
021-2415763
2. The Secretary,
Lahore Stock Exchange (G) Ltd.
Stock Exchange Building, Lahore. Fax: 111-441-441
3. The Secretary
Islamabad Stock Exchange (G) Ltd.
Stock Exchange Building, Islamabad. Fax: 051-2275044
4. Securities and Exchange Commission of Pakistan,
7TH Floor, NIC Building,
Jinnah Avenue, Blue Area,
Islamabad.

Dear Sir,

CHANGE OF CHIEF EXECUTIVE OFFICER OF THE COMPANY

We inform you that Mr. Javed Ali Khan has resigned from the position of CEO / MD of Pioneer Cement Limited and Syed Mazher Iqbal has been appointed in his place w.e.f. 01 March, 2010.

Yours sincerely,



SYED ANWAR ALI
Company Secretary