



**NYSE Euronext**

Received SEC  
DEC 02 2010  
Washington, DC 20549

Edwin Mecabe  
Managing Director  
Corporate Actions and Market Watch

20 Broad Street, 17th Floor  
New York, NY 10005  
T +1 212 656 5026  
F +1 212 656 5893  
emecabe@nyx.com



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December 2, 2010

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Ms. Velma T. Smith  
Branch Chief  
Securities and Exchange Commission  
Branch of Filer Support 2  
Room 2531  
100 F Street, NE  
Washington, DC 20549

Dear Ms. Smith:

The New York Stock Exchange certifies approval for listing and registration under the Exchange Act of 1933, E-Commerce China Dangdang Inc., American depositary shares, each representing five Class A common shares, and Common shares, par value US\$0.0001 per share (application for the Common shares is made for listing, not for trading, but only in connection with the registration of American depositary shares pursuant to the requirements of the Securities and Exchange Commission). The NYSE requests simultaneous acceleration of registration of the Securities Exchange Act of 1934, together with the 1933 Act. Adequate distribution assured. Form 8-A received on November 23, 2010. Tentative listing date – December 8, 2010.

Sincerely,