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SING LEE SOFTWARE (GROUP) LIMITED

新利軟件(集團)股份有限公司*

(Incorporated in the Bermuda with limited liability)

(Stock Code: 8076)

PROFIT WARNING

This announcement is made pursuant to Rule 17.10 of the GEM Listing Rule.

The Board wishes to inform the shareholders of the Company and potential investors that based on the Management Accounts, it is expected that the unaudited third quarterly results of the Group for the nine months ended 30th September 2010 may post a loss as compared to a profit for the nine months ended 30th September 2009.

The information as contained in this announcement is only the preliminary assessment by the Company based on the Management Accounts which has not been confirmed nor audited by the Company's auditors.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of the Sing Lee Software (Group) Limited (the “**Company**”) and its subsidiaries (collectively referred to as the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market (the “**GEM Listing Rules**”) of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

** For identification purpose only*

The Board wishes to inform the shareholders of the Company and potential investors that based on the unaudited third quarterly results of the Group for the nine months ended 30th September 2010, the Group may post a loss for the nine months ended 30th September 2010 as compared to a profit for the nine months ended 30th September 2009.

Such expected loss of the Group for the nine months ended 30th September 2010 were mainly attributable by (i) the revenue for the nine months ended 30th September 2010 is expected to decrease significantly; (ii) increased of the distribution costs and administrative expenses as compared with the same period of last year.

Despite the unaudited third quarterly results of the Group for the nine months ended 30th September 2010 is expected to record a loss as compared with that for the corresponding period in last year. The Board considers that the Group's overall financial positions are healthy and the Board remains positive on the prospects of the Group. The Board would like to emphasize that the Group's financial positions remain stable and has sufficient cash resources to meet its present and future cash flow requirements. The Board will constantly keep reviewing the Group's strategies and operations with a view to improve its business performance and Company's shareholders' return.

The Company is still in the process of finalizing the Group's unaudited third quarterly results for the nine months ended 30th September 2010. The information as contained in this announcement is only the preliminary assessment by the Company based on the management Accounts which has not been confirmed nor audited by the Company's auditors.

Shareholders and potential investors of the Company should read the unaudited third quarterly announcement for the nine months ended 30th September 2010 carefully, which is expected to be published on 10th November 2010.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

By Order of the Board
Sing Lee Software (Group) Limited
Hung Yung Lai
Chairman

Hong Kong, 29 October 2010

As at the date of this announcement, the Board Comprises of:

Hung Yung Lai (*Executive Director*)

Cui Jian (*Executive Director*)

Xu Shu Yi (*Executive Director*)

Pao Ping Wing (*Independent Non-Executive Director*)

Tam Kwok Hing (*Independent Non-Executive Director*)

Lo King Man (*Independent Non-Executive Director*)

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules of the Stock Exchange for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

The announcement will remain on the GEM website at <http://www.hkgem.com> on the "Latest Company Announcements" page for at least 7 days from the date of its posting and will be published on the website of the Company (<http://www.singlee.com.cn>).