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**新煮意控股有限公司**  
**FOOD IDEA HOLDINGS LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8179)**

**RIGHTS ISSUE ON THE BASIS OF ONE RIGHTS SHARE  
FOR EVERY TWO SHARES HELD ON THE RECORD DATE**

**COMMENCEMENT OF DEALINGS IN THE SHARES ON  
AN EX-RIGHTS BASIS**

Reference is made to the announcement dated 26 June 2015 (“**Announcement**”) issued by the Company in relation to, among other things, the Rights Issue. Capitalised terms used in this announcement shall have the same meanings as defined in the Announcement unless otherwise stated.

**COMMENCEMENT OF DEALINGS IN THE SHARES ON AN EX-RIGHTS BASIS**

Pursuant to the expected timetable of the Rights Issue as set out in the Announcement, the last day of dealings in the Shares on a cum-rights basis was Wednesday, 15 July 2015. The closing price per Share as quoted on the Stock Exchange on Wednesday, 15 July 2015, was HK\$0.114.

Dealings in the Shares on an ex-rights basis shall commence at 9:00 a.m. on Thursday, 16 July 2015.

**Dealings in the Rights Shares in the nil-paid form will take place from Wednesday, 29 July 2015 to Wednesday, 5 August 2015 (both dates inclusive). If the conditions of the Rights Issue are not fulfilled or the Underwriting Agreement is terminated, the Rights Issue will not proceed.**

**Any Shareholders or other persons contemplating transferring, selling or purchasing Shares and/or Rights Shares in their nil-paid form who are in any doubt about their position are recommended to consult their professional advisers. Any Shareholders or other persons dealing in Shares up to the date on which all the conditions to which the Rights Issue is subject are fulfilled (and the date on which the Underwriters' right of termination of the Underwriting Agreement ceases) and any persons dealing in the nil-paid Rights Shares during the period from Wednesday, 29 July 2015 to Wednesday, 5 August 2015 (both dates inclusive) will accordingly bear the risk that the Rights Issue may not become unconditional and may not proceed.**

By Order of the Board  
**Food Idea Holdings Limited**  
**Wong Kwan Mo**  
*Chairman and executive Director*

Hong Kong, 15 July 2015

*As at the date of this announcement, the Board comprises Mr. Wong Kwan Mo, Ms. Lau Lan Ying and Mr. Yu Ka Ho as executive Directors, and Mr. Li Fu Yeung, Ms. Chiu Man Yee and Mr. Kwan Wai Yin, William as independent non-executive Directors.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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.*

*This announcement will remain on the GEM website at <http://www.hkgem.com> on the "Latest Company Announcements" page for at least seven days from the date of its posting and the Company's website at <http://www.gayety.com.hk>.*