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HONG LONG HOLDINGS LIMITED

鴻隆控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(STOCK CODE: 1383)

ANNOUNCEMENT PROFIT WARNING

The Board wishes to inform the shareholders of the Company and potential investors that the unaudited consolidated net profit of the Group for the six months ended 30 June 2008 is expected to show a substantial decline as compared to that for the corresponding period in 2007.

Shareholders of the Company and potential investors are advised to exercise caution in dealing in shares of the Company.

This announcement is made by Hong Long Holdings Limited (the “Company”, and together with its subsidiaries, the “Group”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that the unaudited consolidated net profit of the Group for the six months ended 30 June 2008 is expected to show a substantial decline as compared to that for the corresponding period in 2007. The Board considers that the expected decline in the net profit of the Group was primarily attributable to the decrease in revenue. However, the Group expects possible increase in revenue and cash inflow following the pre-sales of various projects under development commencing from the end of this year.

The Company is still in the process of finalising the unaudited interim results of the Group for the six months ended 30 June 2008. This profit warning announcement is only based on the preliminary assessment by the Company’s management and is not based on any figures or information which has been audited or reviewed by the Company’s auditors. Finalised interim results of the Group and other details will be disclosed in the 2008 interim report to be published by the Company.

Shareholders of the Company and potential investors are advised to exercise caution in dealing in shares of the Company.

By order of the Board of
HONG LONG HOLDINGS LIMITED
Zeng Yunshu
Chairman

Hong Kong, 16 September 2008

As at the date of this announcement, the executive Directors are Mr. ZENG Yunshu (Chairman), Dr. HAN Qinchun, Mr. ZENG Sheng, Ms. YE Qingdong, Mr. OUYANG Junxin, the non-executive Director is Mr. ZHANG Huaqiao, and the independent non-executive Directors are Dr. LI Jun, Mr. CHEUNG Ngai Lam and Ms. LIN Weifang.