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**NEW CENTURY GROUP HONG KONG LIMITED**

**新世紀集團香港有限公司 \***

*(Incorporated in Bermuda with limited liability)*

**(Stock Code : 234)**

**PROFIT WARNING**

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the financial results of the Group for the year ended 31 March 2009 is expected to record a loss as compared to a profit for the last corresponding year.

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

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

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on preliminary assessment of the management accounts of the Group and information currently available to the Company, the financial results of the Group for the year ended 31 March 2009 is expected to record a loss as compared to a profit for the last corresponding year, subject to the finalization of the Company’s auditors. The expected loss was due to the recent downturn in the global financial markets and mainly attributable to (1) fair value losses on investment properties; (2) revaluation deficits of cruise ships; (3) losses on securities trading; and (4) foreign exchange losses. The information contained in this announcement is only based on the preliminary review on the management accounts of the Group, which have not been audited or confirmed by the Company’s auditors. The Company is in the process of finalising the audited financial results of the Group for the year ended 31 March 2009 which is expected to be published by the end of July 2009.

*\* For identification only*

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

On behalf of the Board

**Wilson Ng**

*Chairman*

Hong Kong, 23 June 2009

*As at the date of this announcement, the Board comprises Mr. Wilson Ng (Chairman), Ms. Sio Ion Kuan (Deputy Chairman), Mr. Ng Wee Keat (Chief Executive Officer), Ms. Ng Siew Lang, Linda (Chief Operating Officer), Ms. Lilian Ng, Ms. Chen Ka Chee and Mr. Yu Wai Man as executive directors and Mr. Wong Kwok Tai, Mr. Kwan Kai Kin, Kenneth and Mr. Ho Yau Ming as independent non-executive directors.*