

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



MAINLAND HEADWEAR HOLDINGS LIMITED

飛達帽業控股有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 1100)

PROFIT WARNING

This announcement is made by Mainland Headwear Holdings Limited (the “Company”, together with its subsidiaries as 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 (the “Board”) of directors (the “Directors”) of the Company wishes to inform shareholders of the Company and potential investors that the financial performance of the Group for the six months ended 30 June 2009 has been adversely affected by the continuing downturn in the global economy and financial markets in the first half of 2009. The recent global weakening economy has affected the performance of manufacturing business, trading business and retail business and led to the management’s recent decision to close down the operations of a factory in Vietnam. In view of the above, the Company is expected to show a loss for the six months ended 30 June 2009.

This profit warning announcement is only based on the preliminary assessment by the Company’s management according to the Company’s management accounts, which have not been confirmed or audited by the Company’s auditors. The interim results of the Company for the six months ended 30 June 2009 have not been finalized as at the date of this announcement. The Company’s interim results announcement for the six months ended 30 June 2009 is expected to be published in September 2009.

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

By Order of the Board
Ngan Hei Keung
Chairman

Hong Kong, 18 August 2009

As at the date of this announcement, the Board comprises seven directors, of which three are Executive Directors, namely Mr. Ngan Hei Keung, Madam Ngan Po Ling, Pauline and Mr. James S. Patterson; one Non-executive Director, Mr. Tse Kam Fow; and three are Independent Non-executive Directors, namely Mr. Leung Shu Yin, William, Mr. Lo Hang Fong and Mr. Liu Tieh Ching, Brandon, JP.

** For identification purpose only*