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**FAR EAST HOTELS AND ENTERTAINMENT LIMITED**

遠東酒店實業有限公司

*(Incorporated in Hong Kong with limited liability)*

(Stock Code: 0037)

**POSITIVE PROFIT ALERT**

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

The Board wishes to inform shareholders of the Company and potential investors that the Group is expected to record a profit for the six months ended 30 September 2009 as compared to a loss for the corresponding period in the previous financial year.

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

This announcement is made by Far East Hotels And Entertainment Limited (the “Company”), and 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 the financial results of the Group is expected to record a profit for the six months ended 30 September 2009 as compared to a loss for the corresponding period in the previous financial year.

Based on information currently available, the Board considers that such expected profit is mainly due to (a) a gain, both realized and unrealized, on the financial assets held by the Group as compared to a loss in the corresponding period last year and (b) a gain on disposal by the Group of an investment property.

The information contained in this announcement is only based on the preliminary assessment by the management of the Company according to figures and information to be finalized that have not been audited or reviewed by the Company's auditors. Details of the Group's performance will be disclosed in its interim results for the six months ended 30 September 2009 which is expected to be published in December 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  
**Far East Hotels And Entertainment Limited**  
**Derek Chiu**  
*Managing Director & Chief Executive*

Hong Kong, 9 November 2009

*As at the date of this announcement, the executive Directors are Mr. Deacon Te Ken Chiu, Mr. Derek Chiu, Ms. Margaret Chiu; the non-executive Directors are Mrs. Chiu Ju Ching Lan, Mr. Dick Tat Sang Chiu, Mr. David Chiu, Mr. Dennis Chiu, Mr. Duncan Chiu; the independent non-executive Directors are Mr. Ip Shing Hing, Mr. Ng Wing Hang Patrick, Mr. Choy Wai Shek Raymond; alternate Director is Mr. Chan Chi Hing (alternate Director to Mr. Deacon Te Ken Chiu).*