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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)

POSITIVE EARNING ALERT

This announcement is made by Hong Long Holdings 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 board of directors of the Company wishes to inform the shareholders of the Company and potential investors that it is expected that, according to the unaudited management accounts of the Group, the Group’s results for the year ended 31 December 2009 may record a significant increase in profit as compared to that recorded in the corresponding period in 2008. Such increase in profit is mainly attributable to the following factors:

1. The Group’s existing projects, namely Urban Upstream Landscape Villa in Huizhou, Ningjiang Uptown in Xingning, Grace Garden in Meizhou and Xiang Jiang City in Zhangjiakou, have been progressively launched for sales and been delivered to purchasers in 2009.
2. The Company completed the purchase of senior notes with a nominal value of US\$51,000,000 at a price representing a discount of 25% in an open tender offer on 24 December 2009.

This positive earning alert is based on the Group’s unaudited internal management accounts which have not been reviewed or audited by auditors of the Company. The Company expects the audited consolidated results for the year ended 31 December 2009 will be published in April 2010 when a detailed report will be made by the management of the Company.

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

By order of the Board
Hong Long Holdings Limited
Zeng Yunshu
Chairman

Hong Kong, 8 February 2010

As at the date of this announcement, the executive Directors are Mr. ZENG Yunshu, Mr. Zhang Yijun, Mr. ZHANG Yiyun, Mr. ZENG Sheng, Ms. YE Qingdong and Mr. OUYANG Junxin, and the independent non-executive Directors are Dr. LI Jun, Mr. CHEUNG Ngai Lam and Mr. WANG Fosong.