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**英皇證券集團有限公司\***  
**Emperor Capital Group Limited**  
*(Incorporated in Bermuda with limited liability)*  
(Stock code: 717)

**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 and potential investors that the unaudited interim results of the Group for the six months ended 31 March 2010 are expected to record a significant profit as compared to a loss for the corresponding period in 2009.

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

This announcement is made by Emperor Capital Group 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”).

Based on preliminary review on the management accounts of the Group, the board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the Group is expected to record a significant profit for the six months ended 31 March 2010 as compared to a loss for the corresponding period in 2009, mainly attributable to the improvement in the business operations of the Group in the period as a result of the recovery of the stock market activities.

This positive profit alert announcement is only based on the preliminary review on the management accounts of the Group. The unaudited interim results of the Group for the six months ended 31 March 2010 have not yet been finalized and are expected to be announced in May 2010.

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

By order of the Board  
**Emperor Capital Group Limited**  
**Daisy Yeung**  
*Managing Director*

Hong Kong, 21 April 2010

*As at the date hereof, the Board of the Company comprises: Ms. Daisy Yeung (Managing Director and Executive Director); Mr. Chan Pak Lam, Tom and Ms. Choi Suk Hing, Louisa (Executive Directors); Mr. Fung Chi Kin; Mr. Kwok Chi Sun, Vincent and Mr. Cheng Wing Keung, Raymond (Independent Non-executive Directors).*

*\* for identification purposes only*