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ROADSHOW HOLDINGS LIMITED

路訊通控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 888)

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 of the Company and potential investors that the financial results of the Group for the six months ended 30 June 2010 are expected to be disappointing as compared to the results for the corresponding period in 2009. The Group will recognise an impairment loss of approximately HK\$110 million on the unlisted available-for-sale equity interest in AdSociety Daye, the related loans to and the amount due from AdSociety Daye. The recognition of impairment loss will materially and adversely affect the financial performance of the Group during the six months ended 30 June 2010.

The Board wishes to further inform the shareholders of the Company and potential investors that such impairment loss is primarily non-cash and non-recurring in nature. The Board considers that the financial position of the Company remains sound and the impairment loss will not have any impact on our core business operation in Hong Kong.

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

This announcement is made by RoadShow Holdings Limited (the “**Company**”) and, together with its subsidiaries, the “**Group**”) pursuant to the 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 and potential investors that the financial results of the Group for the six months ended 30 June 2010 are expected to be disappointing as compared to the results for the corresponding period in 2009. The Group will recognise an impairment loss of approximately HK\$110 million on the unlisted available-for-sale equity interest in AdSociety Daye Advertising Company Limited (“**AdSociety Daye**”), the related loans to and the amount due from AdSociety Daye. The recognition of impairment loss will materially and adversely affect the financial performance of the Group during the six months ended 30 June 2010.

The carrying value of the unlisted available-for-sale equity interest in AdSociety Daye, the related loans to and the amount due from AdSociety Daye is approximately HK\$243.5 million as at the date of this announcement. The continuing effect of the extremely keen competition over the industry of television content provision materially affects the business activities of AdSociety Daye. Furthermore, following the further dilution of the equity interest held by the Group in AdSociety Daye to 32.7% and the change in the composition of the board of directors of AdSociety Daye in September 2009, the Group was no longer in a position to exercise any significant influence over AdSociety Daye or to refine the operational strategies of AdSociety Daye. In view of the deteriorated operating environment and market uncertainties ahead, management has re-assessed the discount rates in calculating the present value of the estimated future cash flow and the estimated future cash flow from the operation of AdSociety Daye in accordance with Hong Kong Accounting Standard 39 issued by the Hong Kong Institute of Certified Public Accountants. The impairment loss of approximately HK\$110 million is determined based on the decline of the estimated future cash flow from the operation of AdSociety Daye.

Detailed information regarding the results of the Group will be set out in the unaudited interim report of the Company and the interim results announcement for the six months ended 30 June 2010 which are expected to be posted on the website of Hong Kong Exchanges and Clearing Limited and that of the Company within the timeframe stipulated in the Listing Rules.

The Board wishes to further inform the shareholders of the Company and potential investors that such impairment loss is primarily non-cash and non-recurring in nature. The Board considers that the financial position of the Company remains sound and the impairment loss will not have any impact on our core business operation in Hong Kong.

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

By Order of the Board
RoadShow Holdings Limited
MAN Miu Sheung
Company Secretary

Hong Kong, 21 July 2010

As at the date of this announcement, the directors of the Company are Dr. John CHAN Cho Chak, GBS, JP as Chairman and Non-executive Director; Mr. YUNG Wing Chung and Ms. Winnie NG as Deputy Chairmen and Non-executive Directors; Dr. Carlye Wai-Ling TSUI, BBS, MBE, JP, Dr. Eric LI Ka Cheung, GBS, OBE, JP and Professor Stephen CHEUNG Yan Leung, BBS, JP as Independent Non-executive Directors; Mr. MO Tik Sang as Managing Director; Mr. MAK Chun Keung, Mr. John Anthony MILLER, SBS, OBE and Mr. Edmond HO Tat Man as Non-executive Directors.

** For identification purposes only*