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彩虹集團電子股份有限公司

IRICO GROUP ELECTRONICS COMPANY LIMITED*

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 0438)

OVERSEAS REGULATORY ANNOUNCEMENT

This announcement is made pursuant to Rules 13.09(1) and 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Pursuant to the Rules Governing the Disclosure of Information of A-Shares Listed Companies, IRICO Display Devices Co., Ltd., a subsidiary of IRICO Group Electronics Company Limited*, with its A shares listed on the Shanghai Stock Exchange, published the "Announcement on the projected profit results for the first half of 2010 of IRICO Display Devices Co., Ltd." on the website of the Shanghai Stock Exchange (<http://www.sse.com.cn>) on 22 July 2010. The said announcement is set out below for reference only.

By order of the board of directors
IRICO Group Electronics Company Limited*
Xing Daoqin
Chairman

Shaanxi Province, the PRC
22 July 2010

As at the date of this announcement, the board of directors of IRICO Group Electronics Company Limited consists of Mr. Xing Daoqin, Mr. Tao Kui and Mr. Zhang Junhua as executive Directors, Mr. Guo Mengquan, Mr. Niu Xinan, Mr. Fu Jiuquan and Mr. Zhang Weichuan as non-executive Directors, and Mr. Xu Xinzong, Mr. Feng Bing, Mr. Wang Jialu, Mr. Lv Hua and Mr. Zhong Pengrong as independent non-executive Directors.*

* *For identification purposes only*

IRICO DISPLAY DEVICES CO., LTD.
(THE “COMPANY” OR “PARENT COMPANY”)
ANNOUNCEMENT ON THE PROJECTED PROFIT
RESULTS FOR THE FIRST HALF OF 2010

The board of directors and all directors of the Company warrant that there are no false representations, misleading statements contained in or material omissions from this announcement, and severally and jointly accept full responsibility for the truthfulness, accuracy and completeness of the contents of this announcement.

I. PROJECTED RESULTS FOR THE CURRENT PERIOD

1. Projected period: From 1 January 2010 to 30 June 2010.
2. Projected results: The financial department of the Company preliminarily estimates that the Company will turn from loss-making to profit-making for the first half of 2010, with the net profit attributable to equity holders of the Parent Company amounting to approximately RMB11 million.
3. The projected results were not audited by certified public accountants.

II. RESULTS FOR THE CORRESPONDING PERIOD OF LAST YEAR

1. Net profit attributable to equity holders of the Parent Company: RMB-102,698,411.90
2. Basic earnings per share: RMB-0.244

III. REASONS FOR THE PROJECTED PROFIT RESULTS

During the reporting period, the Company has recorded an increase in colour picture tubes sales volume and achieved a year-on-year increase in sales revenue by refining market and capturing orders. Meanwhile, the Company adhered to the cost-focused strategy, adopted initiatives on technical innovation for cost reduction, product quality enhancement, strengthened cost and expenses control and leveraged on the strengths in resources integration of production lines and its flexible production capacity. As such, the gross profit margin in sales increased as the production cost of colour picture tubes dropped as compared to the corresponding period of last year.

IV. OTHER RELEVANT DESCRIPTION

Specific details of the Company's operating results for the first half of 2010 will be disclosed in the interim report for 2010. The board of directors of the Company would like to draw the investors' attention to the risks of investment.

The board of directors of IRICO Display Devices Co., Ltd.

22 July 2010