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CHING HING (HOLDINGS) LIMITED

正興(集團)有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 692)

PROFIT WARNING

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

The Board would like to inform the shareholders of the Company that it is expected that the unaudited consolidated loss of the Group for the six months ended 30 June 2010 may show a significant increase as compared with that of the corresponding period in 2009.

Investors and shareholders of the Company are urged to exercise caution when dealing in the shares of the Company.

The announcement is made by Ching Hing (Holdings) Limited (the “Company”) and 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 (“Listing Rules”).

After preliminary review by the Company’s management based on the information currently available, the board of directors of the Company (the “Board”) would like to inform the shareholders of the Company that it is expected that the unaudited consolidated loss of the Group for the six months ended 30 June 2010 may show a significant increase as compared with that of the corresponding period in 2009. Such increase was mainly due to the imputed interest cost of the convertible bonds issued by the Company.

The profit warning announcement is only based on preliminary unaudited management accounts of the Group for the six months ended 30 June 2010. The detailed financial information will be published in the forthcoming interim results announcement and interim report of the Company.

Investors and shareholders of the Company are urged to exercise caution when dealing in the shares of the Company.

By Order of the Board
Yiu Kwok Ming, Tommy
Executive Director

Hong Kong, 2 August 2010

As at the date hereof, the Board comprises 4 executive directors, namely Mr. Yiu Kwok Ming, Tommy (Managing Director), Mr. Leung Kwok Ip, Mr. Wong Wai Man and Mr. Chan Yiu Fai, and 3 independent non-executive directors, namely Mr. Cheung Cho Yiu, Mr. Liang Jin An, and Mr. Wong Chun Hung.

** For identification purposes only*