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China Fortune Holdings Limited

中國長遠控股有限公司*

(Incorporated in Bermuda with limited liability, carrying on business in H.K. as CFH Limited)

(Stock code : 110)

PROFIT WARNING

The Board hereby gives notice to the shareholders of the Company and potential investors that it is expected that the Group's Interim Results will record a substantial fall in its profit as compared to that for the six months ended 30 June 2009.

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

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

The board of directors (the "**Board**") of China Fortune Holdings Limited (the "**Company**") hereby gives notice to the shareholders of the Company and potential investors that it is expected that the unaudited interim results of the Company and its subsidiaries (the "**Group**") for the six months ended 30 June 2010 ("**Interim Results**") will record a substantial fall in its profit as compared to that for the six months ended 30 June 2009, as a result of changes in general business conditions.

The Group's Interim Results have not yet been finalized as at the date of this announcement. The Company expects to announce the Group's Interim Results on or about 27 August 2010.

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

By order of the Board
China Fortune Holdings Limited
Lau Siu Ying
Chairman and Chief Executive Officer

Hong Kong, 24 August 2010

As at the date of this announcement, the Board of Directors of China Fortune Holdings Limited comprise three Executive Directors, Mr. Lau Siu Ying, Mr. Luo Xi Zhi and Mr. Wang Yu; two Non-executive Directors, Mr. Fung Oi Ip, Alfonso and Mr. Lo Wing Yat; and three Independent Non-executive Directors, Mr. Chang Wing Seng, Victor, Mr. Wong Lit Chor, Alexis and Mr. Chen Yi Gang.

** For identification purpose only*