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SAM WOO HOLDINGS LIMITED

三和集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 2322)

PROFIT WARNING

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a loss for the six months ended 30 September 2010 as compared to a profit for the six months ended 30 September 2009.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made by Sam Woo Holdings 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”).

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 loss for the six months ended 30 September 2010 as compared to a profit for the six months ended 30 September 2009. Based on information currently available to the Company, the Board believes that the expected loss is mainly attributable to the Group’s vessel chartering business not meeting sales target during the relevant period.

The Company is still in the process of finalising certain financial information of the Group for the six months ended 30 September 2010 as at the date of this announcement. The information contained in this announcement is only a preliminary assessment by the Board with reference to the management accounts of the Group and on information available for the time being. It is not based on any figures or information that have been audited or

reviewed by auditors of the Company. The Group's unaudited interim results for the Group for the six months ended 30 September 2010 are expected to be announced by the Company in November 2010.

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

By order of the board of

Sam Woo Holdings Limited
Lau Chun Ming
Chairman

Hong Kong, 29 October 2010

As at the date of this announcement, the Board comprises Mr. Lau Chun Ming, Mr. Lau Chun Kwok, Mr. Lau Chun Ka, Ms. Leung Lai So, Mr. Hsu Kam Yee, Simon and Mr. Chan Sun Kwong as executive directors; Mr. Chiu Kam Kun, Eric as the non-executive director; and Dr. Lee Peng Fei, Allen, Professor Wong Sue Cheun, Roderick and Ms. Wong Tsui Yue, Lucy as independent non-executive directors.

** for identification purposes only*