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DECCA HOLDINGS LIMITED

達藝控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code : 997)

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 Group is expected to record a loss for the six months ended 30 September 2010 as compared to a net profit for the six months ended 30 September 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 by Decca Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange (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 Group is expected to record a loss for the six months ended 30 September 2010 as compared to a net profit for the six months ended 30 September 2009. The Company considers that the loss was mainly due to the decline in turnover in United States (the “**U.S.**”), the Group’s major market, as the U.S. economy has not yet recovered.

As the Company is still in the process of finalizing the interim results of the Group for the six months ended 30 September 2010, the information contained in this announcement is only a preliminary assessment of the management accounts of the Group by the Management. The unaudited interim results of the Group for the six months ended 30 September 2010 are expected to be announced 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
Tsang Chi Hung
Chairman

Hong Kong, 1 November 2010

As at the date of this announcement, the board of directors of the Company comprises Mr. Tsang Chi Hung, Mr. Liu Hoo Kuen, Mr. Richard Warren Herbst, Ms. Kwan Yau Choi, Ms. Fung Sau Mui, Mr. Tai Wing Wah, Mr. Wong Kam Hong as executive directors and Mr. Chu Kwok Man, Mr. Cheng Woon Kam and Mr. Pak Wai Tun, Wallace as independent non-executive directors.

** For identification purpose only*