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**FAR EAST HOTELS AND ENTERTAINMENT LIMITED**

**遠東酒店實業有限公司**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 0037)**

**PROFIT WARNING**

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

The Board wishes to inform shareholders of the Company and potential investors that the financial results of 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 of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

This announcement is made by Far East Hotels And Entertainment 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 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 financial results of 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, the Board considers that such expected loss was mainly due to a decrease in fair value of held-for-trading investments. Further, there was a gain from disposal of an investment property included in the results for the six months ended 30 September 2009.

The information contained in this announcement is only based on the preliminary assessment by the management of the Company according to figures and information to be finalized that have not been audited or reviewed by the Company's auditor. Detailed financial information and performance of the Group will be disclosed in its interim results announcement for the six months ended 30 September 2010 which is expected to be published before the end of November 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  
**Far East Hotels And Entertainment Limited**  
**Derek Chiu**  
*Managing Director & Chief Executive*

Hong Kong, 10 November 2010

*As at the date of this announcement, the executive Directors are Mr. Deacon Te Ken Chiu, Mr. Derek Chiu, Mr. Desmond Chiu, Ms. Margaret Chiu; the non-executive Directors are Mrs. Chiu Ju Ching Lan, Mr. Dick Tat Sang Chiu, Mr. David Chiu, Mr. Dennis Chiu, Mr. Duncan Chiu; the independent non-executive Directors are Mr. Ip Shing Hing, Mr. Ng Wing Hang Patrick, Mr. Choy Wai Shek Raymond; alternate Director is Mr. Chan Chi Hing (alternate Director to Mr. Deacon Te Ken Chiu).*