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彩虹集團電子股份有限公司

IRICO GROUP ELECTRONICS COMPANY LIMITED*

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 0438)

OVERSEAS REGULATORY ANNOUNCEMENT

This announcement is made pursuant to Rules 13.09(1) and 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Pursuant to the Rules Governing the Disclosure of Information of A-Shares Listed Companies, IRICO Display Devices Co., Ltd., a subsidiary of IRICO Group Electronics Company Limited*, with its A shares listed on the Shanghai Stock Exchange, published the announcement entitled “Announcement on the profit alert for the year of 2010 of IRICO Display Devices Co., Ltd.” on the website of the Shanghai Stock Exchange (<http://www.sse.com.cn>) on 29 January 2011. The aforementioned announcement is set out below for reference only.

By order of the board of directors
IRICO Group Electronics Company Limited*
Xing Daoqin
Chairman

Shaanxi Province, the PRC
28 January 2011

As at the date of this announcement, the Board consists of Mr. Xing Daoqin, Mr. Tao Kui and Mr. Zhang Junhua as executive Directors, Mr. Guo Mengquan, Mr. Niu Xinan, Mr. Fu Jiuquan and Mr. Zhang Weichuan as non-executive Directors, and Mr. Xu Xinzhong, Mr. Feng Bing, Mr. Wang Jialu, Mr. Lv Hua and Mr. Zhong Pengrong as independent non-executive Directors.

* For identification purposes only

IRICO Display Devices Co., Ltd. (the “Company”)
Announcement on the Profit Alert for the year of 2010

The board of directors and all directors of the Company warrant that there are no false representations, misleading statements or material omissions in this announcement, and jointly and severally accept responsibility for the truthfulness, accuracy and completeness of the contents of this announcement.

I. PROJECTED RESULTS FOR THE CURRENT PERIOD

1. Projected period: From 1 January 2010 to 31 December 2010.
2. Projected results: The financial department of the Company preliminarily estimates that the Company’s operation is expected to turn around from loss-making to profit-making for the year of 2010, and the net profit attributable to equity holders of the parent company is expected to be RMB4 million to RMB8 million.
3. The projected results have not been audited by certified public accountants.

II. RESULTS FOR THE CORRESPONDING PERIOD IN THE PREVIOUS YEAR

1. Net profit: -RMB715,232,142.04
2. Earnings per share: -RMB1.70

III. REASONS FOR THE PROJECTED PROFIT RESULTS

In the fourth quarter of 2010, the Company’s colour picture tubes (“CPT”) production and sales decreased as a result of the market contraction. In 2010, the Company’s CPT business recorded a decrease in both sales volume and revenue as compared with the corresponding period in the previous year. However, due to a slight year-on-year increase in overall selling price of CPT and that the Company had endeavoured to increase its marketing effort, the Company turned around in its operating results from loss-making to profit-making in 2010.

IV. OTHER RELEVANT EXPLANATIONS

Detailed information of the Company's operating results for the year of 2010 will be disclosed in its annual report. The board of directors of the Company would like to draw the investors' attention to the risks of investment.

The board of directors of IRICO Display Devices Co., Ltd.

28 January 2011