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LOUDONG GENERAL NICE RESOURCES (CHINA) HOLDINGS LIMITED

樓東俊安資源(中國)控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 988)

POSITIVE PROFIT ALERT

The Board wishes to inform the Shareholders that it is expected that the Group is expected to record a significant increase in net profit for the year ended 31 December 2010 as compared to the corresponding financial year of 2009.

As the Company is still in the process of finalizing the annual results of the Group, this positive profit alert announcement is only based on the preliminary assessment by the Company according to the consolidated management accounts of the Group, which have neither been confirmed nor audited by the Company's auditor.

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

This announcement is made by Loudong General Nice Resources (China) Holdings Limited (the "Company", together with its subsidiaries as the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board (the "Board") of directors (the "Directors") of the Company wishes to inform the shareholders (the "Shareholders") of the Company that the audited consolidated financial results of the Group for the year ended 31 December 2010, which are being finalized, is expected to record a significant increase in net profit as compared to the corresponding financial year of 2009. The significant increase is mainly due to the improvement in market conditions and completion of the acquisition of further 39.9% interest in Shanxi Loudong-General Nice Coking & Gas Co., Ltd., the principal subsidiary of the Company.

As the Company is still in the process of finalizing the annual results of the Group, this positive profit alert announcement is only based on the preliminary assessment by the Company according to the consolidated management accounts of the Group, which have neither been confirmed nor audited by the Company's auditor.

Details of the Group's audited financial results for the year ended 31 December 2010 are expected to be announced on 28 March 2011.

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

By order of the Board
Loudong General Nice Resources (China) Holdings Limited
Lau Yu
Executive Director

Hong Kong, 21 March 2011

As at the date of this announcement, the Board comprises five executive Directors, namely Mr. Cai Sui Xin, Mr. Zhao Cheng Shu, Mr. Lau Yu, Mr. Ng Tze For and Miss Li Xiao Juan; and four independent non-executive Directors, namely Mr. Li Xiao Long, Ms. Choy So Yuk, Mr. Kwok Man To Paul and Mr. Gao Wen Ping.