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HONG KONG FOOD INVESTMENT HOLDINGS LIMITED

香港食品投資控股有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 60)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) 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 year ended 31 March 2011 as compared with the profit recorded for the same period of last year.

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

This announcement is made by Hong Kong Food Investment Holdings Limited (the “Company”, together with its subsidiaries as the “Group”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on the information currently available and the consolidated management accounts of the Group, the Group is expected to record a loss for the year ended 31 March 2011, compared with the profit recorded for the same period of last year. The loss is mainly attributable to a weak market demand for, and an increase in the cost of, frozen meat.

As the Company is still in the process of finalising the Group’s accounts for the year ended 31 March 2011, the information contained in this announcement is only based on the preliminary assessment by the Company’s management and is not based on any

figures or information that have been audited or reviewed by the Company's auditors. Detailed financial information and performance of the Group will be disclosed as and when the final results for the year ended 31 March 2011 are announced.

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

By order of the Board
Hong Kong Food Investment Holdings Limited
Leung Tin Chi
Company Secretary

Hong Kong, 15 April 2011

As at the date of this announcement, the directors of the Company are Dr. TAI Tak Fung, Stephen, Mr. MAN Wing Cheung, Ellis, Mr. TAI Chun Leung, Mr. YIP Wai Keung, Mr. TSE Siu Wan and Mr. LAI Yuk Chuen as executive directors, Mr. CHAN Kay Cheung, Mr. LAN Yee Fong, Steve John and Mr. LUI Shing Ming, Brian as independent non-executive directors.