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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 Rule 13.09 (1) and Rule 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 on the projected loss results for the first half of 2011 on the website of the Shanghai Stock Exchange (<http://www.sse.com.cn>) on 19 July 2011. Please refer to the announcement attached below.

By order of the Board

IRICO Group Electronics Company Limited*

Xing Daoqin

Chairman

Shaanxi Province, the PRC

18 July 2011

As at the date of this announcement, the board of directors 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 Xinzong, 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 PROJECTED LOSS RESULTS
FOR THE FIRST HALF OF 2011**

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 severally and jointly accept full 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 2011 to 30 June 2011.
2. Projected results: The financial department of the Company preliminarily estimates that the net profit attributable to equity holders of the parent company for the first half year is expected to be approximately -RMB70 million.
3. The projected results has not been audited by certified public accountants.

II. RESULTS FOR THE CORRESPONDING PERIOD LAST YEAR

1. Net profit attributable to equity holders of the parent company:
RMB10,988,657.47
2. Basic earnings per share: RMB 0.026

III. REASON FOR THE PROJECTED LOSS RESULTS

Due to continued recession of the traditional business sector, sales of colour picture tube products contracted and the selling price continued to decline. In addition, with respect to the investment projects in the new industry, although they are undergoing construction, production and operation on a steady course as scheduled and some of them have realized product sales, but they have not attained the economy of scale. As a result, the Company recorded an operating loss for the reporting period.

IV. OTHER RELEVANT DESCRIPTION

Specific details of the Company's operating results for the first half of 2011 will be disclosed in the interim report for 2011. 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.*

18 July 2011