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SHENZHOU INTERNATIONAL GROUP HOLDINGS LIMITED

(申洲國際集團控股有限公司*)

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2313)

POSITIVE PROFIT ALERT

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 Group is expected to record a relatively significant increase in the gross and net profits for the six-month period ended 30 June 2011 as compared to the profit for the corresponding period last year as a result of the significant increase in the sales volume of sportswear produced by the Group.

This positive profit alert announcement is only based on the preliminary assessment by the Board in accordance with the information currently available, and is not based on any figures or information audited by the Company's auditors.

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

This announcement is made by Shenzhou International Group Holdings Limited (the “**Company**”, 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 board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company and potential investors that the Group is expected to record a relatively significant increase in the gross and net profits for the six-month period ended 30 June 2011 as compared to the profit for the corresponding period last year as a result of the significant increase in the sales volume of sportswear produced by the Group.

This positive profit alert announcement is only based on the preliminary assessment by the Board in accordance with the information currently available, and is not based on any figures or information audited by the Company's auditors.

The Company is still in the process of finalizing the unaudited interim results of the Group for the six-month period ended 30 June 2011. The information contained in this announcement is only based on the preliminary review of the unaudited management accounts of the Group and is not based on any figures or information reviewed by the Company's auditors. The unaudited interim results of the Group for the six-month period ended 30 June 2011 are expected to be announced on 15 August 2011.

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

By Order of the Board
Shenzhou International Group Holdings Limited
Ma Jianrong
Chairman

Hong Kong, 4 August 2011

As at the date of this announcement, the executive directors of the Company are Mr. Ma Jianrong, Mr. Huang Guanlin, Mr. Ma Renhe, Ms. Zheng Miaohui and Mr. Wang Cunbo; and non-executive director is Mr. Chen Zhongjing; and the independent non-executive directors are Mr. Zong Pingsheng, Mr. Dai Xiangbo and Mr. Su Shounan.

* *For identification purposes only*