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CHINA TYCOON BEVERAGE HOLDINGS LIMITED

中國大亨飲品控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 209)

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, based on a preliminary review of the Group's unaudited management accounts, the Group is expected to record a loss for the six months ended 30 June 2011 which is higher than that for the six months ended 30 June 2010.

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

This announcement is made by China Tycoon Beverage Holdings Limited (the "Company", together with its subsidiaries, 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 a preliminary review of the Group's unaudited management accounts, the Group is expected to record a loss for the six months ended 30 June 2011 which is higher than that for the six months ended 30 June 2010. Such expected loss is primarily attributable to the declined gross profit margin of the toys division that mainly resulting from (i) the sluggish sales in the US and Europe markets which drove down profit margin; (ii) the increase in price of raw materials including cotton and plastic for toys products; and (iii) the increase in direct labour costs as a result of the increase in the minimum monthly wage in the People's Republic of China.

The Company is in the process of finalizing the interim results of the Group for the six months ended 30 June 2011. The information contained in this announcement is only a preliminary assessment by the Board according to the unaudited management accounts of the Group and is not based on any figures or information which has been audited or reviewed by the Company's auditors. Further details of the Group's financial results and performance will be disclosed in the Company's interim results announcement to be published in late August 2011.

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

By Order of the Board
Lo Ming Chi, Charles
Deputy Chairman and Chief Executive Officer

Hong Kong, 9 August 2011

As at the date of this announcement, the Board comprises one Non-executive Director, namely Mr. Sue Ka Lok (Chairman); five Executive Directors, namely Mr. Lo Ming Chi, Charles (Deputy Chairman and Chief Executive Officer), Ms. Danita On (Chief Operating Officer), Ms. Chan Yuk Yee, Ms. Wang Jingyu and Mr. Shi Zhiqiang; and three Independent Non-executive Directors, namely Mr. Kwok Ming Fai, Mr. Wong Kwok Tai and Ms. Leung Pik Har, Christine.

* *For identification purpose only*