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Oriental Ginza Holdings Limited

東方銀座控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock code : 00996)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and the potential investors that it is expected that the Group may record a consolidated net loss for the six months ended 30 June 2011 when compared with a consolidated net profit for the six months ended 30 June 2010.

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

This announcement is made by Oriental Ginza 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 “Listing Rules”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and the potential investors that,

based on the preliminary information currently available to the Board, it is expected that the Group may record a consolidated net loss for the six months ended 30 June 2011 when compared with a consolidated net profit for the six months ended 30 June 2010. It is expected that the consolidated net loss may primarily be attributable to the increase in operating costs and administrative costs for the six months ended 30 June 2011 due to expansion of the businesses of the Group during the period.

The Company is still 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 based on the preliminary assessment by the Company's management according to the relevant management accounts of the Group and is not based on any figures or information audited or reviewed by the Company's auditors. The information contained in this announcement may be different from the interim results to be published.

Shareholders and the potential investors should read carefully the Group's interim results announcement for the six months ended 30 June 2011, which contains further details and is expected to be published by the end of August 2011.

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

By order of the Board
Oriental Ginza Holdings Limited
Tin Yuen Sin Carol
Chairperson

Hong Kong, 12 August 2011

The Board, as at the date of this announcement, comprises Ms. Tin Yuen Sin Carol, Mr. Xu Yi, Mr. Zhou Cheng Rong, Mr. Wu Hong Guang and Mr. Hon Ming Sang as executive directors, Mr. John Peter Ben Wang as non-executive director and Mr. Chan Wai Yip Freeman, Mr. Ng Ka Chung Simon and Ms. Leung Po Ying Iris as independent non-executive directors.