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Madex International (Holdings) Limited

盛明國際(控股)有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 00231)

POSITIVE PROFIT ALERT

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

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited management accounts of the Group, the profit of the Group for the six months ended 30 June 2011 is expected to increase significantly as compared to that for the six months ended 30 June 2010.

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 Madex International Holdings Limited (the “Company” and 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 of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited management accounts of the Group, the profit of the Group for the six months ended 30 June 2011 is expected to increase significantly as compared to that for the six months ended 30 June 2010. The Board believes that the increase in profit was mainly attributable to fair value changes on investment property of the Group.

The information contained in this announcement is only based on the preliminary review of the unaudited management accounts of the Group and the information currently available to the Board, which has not been reviewed by the audit committee of the Company and may be subject to adjustments. The unaudited consolidated interim results of the Group for the six months ended 30 June 2011 are expected to be published on 25 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 of
Madex International (Holdings) Limited
Zhong Guoxing
CEO & Executive Director

Hong Kong, 18 August 2011

As at the date of this announcement, the Board comprises Mr. Zhong Guoxing and Mr. Zhang Guodong as Executive Directors; Ms. Liang Huixin as Non-executive Director; and Dr. Dong Ansheng, Mr. Hung Hing Man and Dr. Tam Hok Lam, Tommy JP as Independent Non-executive Directors.