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LOUDONG GENERAL NICE RESOURCES (CHINA) HOLDINGS LIMITED

樓東俊安資源(中國)控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 988)

POSITIVE PROFIT ALERT

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a significant increase in the net profit attributable to the owners of the Company for the six months ended 30 June 2011 as compared with that for the corresponding period in 2010.

The information contained in this positive profit alert announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group.

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

This announcement is made by Loudong General Nice Resources (China) Holdings Limited (the “Company”, together with its subsidiaries as 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 (the “Board”) of directors (the “Directors”) of the Company wished to inform the shareholders (the “Shareholders”) of the Company and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group, the Group is expected to record a significant increase in the net profit attributable to the owners of the Company for the six months ended 30 June 2011 as compared with that for the corresponding period in 2010. The expected increase in such net profit is mainly due to the increase of equity interest of the Company in Shanxi Loudong-General Nice Coking & Gas Co., Ltd., the principal subsidiary of the Company, from 50.1% for the six months ended 30 June 2010 to 94.48% for the six months ended 30 June 2011. Accordingly, the owners of the Company share 94.48% of the results of Shanxi Loudong-General Nice Coking & Gas Co., Ltd. for the six months ended 30 June 2011, instead of 50.1% for the corresponding period in 2010.

As the Company is still in the process of finalizing its interim results for the six months ended 30 June 2011, the information contained in this announcement is only based on the Company's preliminary review of the unaudited consolidated management accounts of the Group.

The unaudited consolidated results of the Group for the six months ended 30 June 2011 are expected to be announced on 30 August 2011.

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

By order of the Board
Loudong General Nice Resources (China) Holdings Limited
Lau Yu
Executive Director

Hong Kong, 23 August 2011

As at the date of this announcement, the Board comprises five executive Directors, namely Mr. Cai Sui Xin, Mr. Zhao Cheng Shu, Mr. Lau Yu, Mr. Ng Tze For and Ms. Li Xiao Juan; and four independent non-executive Directors, namely Mr. Li Xiao Long, Ms. Choy So Yuk, Mr. Kwok Man To Paul and Mr. Gao Wen Ping.