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Neo-Neon Holdings Limited

真明麗控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1868)

APPOINTMENT OF CHIEF EXECUTIVE OFFICER

The Board announces that, with effect from 14 September 2009, Dr. Tseng Jinsui was appointed as Chief Executive Officer of the Company. He is responsible for managing the businesses of all of the subsidiaries of the Company in Mainland China, Hong Kong and overseas.

Appointment of Chief Executive Officer

The board of directors (the “Board”) of Neo-Neon Holdings Limited (the “Company”) is pleased to announce that, with effect from 14 September 2009, Dr. Tseng Jinsui (“Dr. Tseng”) was appointed as Chief Executive Officer of the Company. He is responsible for managing the businesses of all of the subsidiaries of the Company in Mainland China, Hong Kong and overseas.

Dr. Tseng, aged 51, was born in Kaohsiung, Taiwan, China, and graduated from Chinese Culture University, Taiwan in 1982. In 1987, he obtained a master’s degree of computer engineering from University of Texas, the United States of America. In 1989, he was selected as a qualified candidate for a doctor’s degree from Southern Methodist University, the United States of America. Later, in 1991, Dr. Tseng got his doctor’s degree in computer science from Edenvale University, the United Kingdom.

Prior to joining the Group in August 2009, Dr. Tseng had served as the general manager in Yangzhou Huaxia Integrated Photoelectric Co., Ltd. for 6 years. Dr. Tseng has 17 years of management experience in information technology industry, corporate management, research and development, production and sales. He has previously worked in international information technology corporates and several companies in Taiwan, Hong Kong and Mainland China. In 1992, Dr. Tseng began to work on the research and development of automatic control systems. In just 5 years, his research and development team expanded to more than 100 members from only 4 at the beginning. Later, he joined DTK Group, and served as the general manager in its Hong Kong company, responsible for managing businesses of the subsidiaries and group companies, which has invested in Mainland China, the Middle East and Southeast Asia. In 1998, identifying the business opportunities in information technology industry from the emerging of internet, Dr. Tseng, together with AboCom Systems, Inc. (a company listed on the Taiwan Stock Exchange), established 北京泰科訊聯數碼科技有限公司 in 2000, which specialized in research and development, production and sales of network facilities, and served as the first chairman.

Dr. Tseng is a scholar in information technology, but he has been engaged in business expansion of technology companies over the past few years. Dr. Tseng has in-depth understanding of domestic, overseas, Hong Kong and Taiwan markets; besides, he keeps good relationships with local information technology industrial circles, which lays a solid foundation for the future business development of the Company. In addition, in order to increase his knowledge in management and finance, Dr. Tseng enrolled in EMBA programme at Fudan University in Shanghai in 2007 and will graduate with an EMBA degree in 2010.

Dr. Tseng did not hold any directorship in the past three years in any public companies the securities of which are listed on any securities market in Hong Kong or overseas. Dr. Tseng does not have any relationships with any directors, senior management or substantial or controlling shareholders of the Company. Dr. Tseng does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Dr. Tseng has entered into a service contract with the Company. The remuneration of Dr. Tseng is determined by the remuneration committee of the Company and the Board by reference to his duties and responsibilities with the Company. Dr. Tseng is also entitled to participate in the share option scheme of the Company.

The Board would like to take this opportunity to welcome Dr. Tseng to join the Company.

By order of the Board
Neo-Neon Holdings Limited
Ben FAN
Chairman

Hong Kong, 14 September 2009

As at the date of this announcement, the Board comprises: Mr. Ben Fan (Chairman), Ms. Michelle Wong and Mr. Fan Pong Yang, all as executive directors; Mr. Leung Wai Chuen as non-executive director; and Mr. Wu Tak Lung, Mr. Zhao Shan Xiang and Mr. Weng Shih Yuan, all as independent non-executive directors.