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NEW ISLAND PRINTING HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 377)

UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

The board of directors (the “Board”) of New Island Holdings Limited (the “Company”) has noted the recent increases in the price and trading volume of the shares of the Company and wishes to state that, save for the preliminary stage of communication between the Company and an independent third party in exploring the possibility of a business co-operation opportunity, the Board is not aware of any reasons for such increases.

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

Save as disclosed above, the Board confirms that there are no negotiations or agreements relating to intended acquisitions or realizations which are discloseable under rule 13.23 of the Rules Governing of the Listing of Securities on the Stock Exchange (the “Listing Rules”), neither is the Board aware of any matter discloseable under the general obligation imposed by rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board, the directors of which individually and jointly accept responsibility for the accuracy of this statement.

By order of the Board
New Island Printing Holdings Limited
Cheong So Ka Wai Patsy
Director

Hong Kong, 9th July 2010

As at the date of this announcement, the Board comprises Madam So Chau Yim Ping, BBS, JP, Mrs. Fung So Ka Wah, Karen, Mrs. Cheong So Ka Wai, Patsy and Mr. So Wah Sum, Conrad as executive Directors; Mr. Ting Woo Shou, Kenneth, SBS, JP as non-executive Director and Mr. Hui Yin Fat, O.B.E. JP, Mr. She Chiu Shun, Ernest and Mr. Wong Wang Fat, Andrew, O.B.E. (Hon.), JP as independent non-executive Directors.