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NEW ISLAND PRINTING HOLDINGS LIMITED

新洲印刷集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code : 377)

HIGH CONCENTRATION OF SHAREHOLDING

This announcement is made at the request of the Stock Exchange in respect of the high concentration of the shareholding of the Company in the hands of a limited number of Shareholders as at 15 December 2010.

In view of the high concentration of shareholding in a small number of Shareholders, Shareholders and prospective investors should be aware that the price of the Shares could fluctuate substantially even with a small number of Shares traded, and should exercise extreme caution when dealing in the Shares.

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) in respect of the high concentration of the shareholding of New Island Printing Holdings Limited (the “**Company**”) in the hands of a limited number of shareholders of the Company (the “**Shareholders**”) as at 15 December 2010.

The Company noted that an announcement (the “**SFC Announcement**”) has been published by the Securities and Futures Commission (the “**SFC**”) on 6 January 2011. The paragraphs below are extracts from the SFC Announcement.

“The SFC has recently completed an enquiry into the shareholding of the Company. Our findings suggested that, as at 15 December 2010, 16 shareholders held an aggregate of 83,780,000 Shares, representing 31.43% of the issued Shares. Such shareholding, together with 166,896,700 Shares (representing 62.62% of the issued Shares) held by the substantial shareholder, namely Plus Wealthy Limited, represented 94.05% of the issued Shares as at 15 December 2010. Thus, only 5.95% of the issued Shares were held by other investors.

* For identification purposes only

As at 15 December 2010, the shareholding structure of the Company is as follows:

	Number of Shares held <i>(Note 1)</i> <i>(Shares)</i>	% of total number of issued Shares <i>(%)</i>
Plus Wealthy Limited <i>(Note 2)</i>	166,896,700	62.62
A group of 16 shareholders	83,780,000	31.43
Other shareholders	15,852,300	5.95
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Total	<u>266,529,000</u>	<u>100.00</u>

Note 1: The number of Shares held is before the subdivision of Shares in the ratio of 1 Share splitted into 10 Shares which became effective on 21 December 2010. The subdivision of Shares has no effect on shareholding as a % of total number of issued Shares.

Note 2: Plus Wealthy Limited is wholly-owned by Bingo Wealth Holdings Limited (“Bingo Wealth”). Bingo Wealth is wholly and beneficially owned by Mr. Suen Cho Hung Paul.

It was noted that the closing price of the Shares surged 209.8% from \$2.84 on 15 November 2010 to \$8.80 on 15 December 2010. During the period, the Company has published the following announcements:

- (1) After market close on 17 November 2010, the Company made an announcement about its unusual price and trading volume movements and stated that they were not aware of any reasons for such increase.
- (2) After market close on 18 November 2010, the Company announced the completion of a placement of 44,000,000 new shares at \$2.30, and a proposed capital reorganisation of the Company involving, amongst other things, a subdivision of Shares in the ratio of 1 Share to be splitted into 10 subdivided Shares which became effective on 21 December 2010.
- (3) After market close on 26 November 2010, the Company announced its interim results for the six months ended 30 September 2010. The unaudited and consolidated profit for the period was \$14.17 million, representing an increase of 7.27% over the same period last year.

Subsequently, the closing price of the Shares surged another 20.4% from \$0.88 (adjusted for the subdivision of Shares) on 15 December 2010 to \$1.06 on 5 January 2011. During the period, the Company announced a discloseable transaction after market close on 22 December 2010 in relation to a disposal of property at \$108 million.”

PUBLIC FLOAT

Based on the information available and to the best knowledge of the board (the “**Board**”) of directors of the Company, as at 15 December 2010, Plus Wealthy Limited held 166,896,700 shares of HK\$0.10 each in the share capital of the Company, representing approximately 62.62% of the then entire issued share capital of the Company. Immediately after the subdivision of shares of the Company in the ratio of 1 share of HK\$0.10 each split into 10 shares (the “**Shares**”) of HK\$0.01 each in the share capital of the Company becoming effective on 21 December 2010 and up to the date of this announcement, Plus Wealthy Limited held and holds 1,668,967,000 Shares, representing approximately 62.62% of the entire issued share capital of the Company. The Board believes that, to the best of its knowledge, information and belief based on the information available to it, not less than 25% of the issued share capital of the Company is held in public hands and the Company is able to comply with the public float requirement under the Rules Governing the Listing of Securities on the Stock Exchange.

In view of the high concentration of shareholding in a small number of Shareholders, Shareholders and prospective investors should be aware that the price of the Shares could fluctuate substantially even with a small number of Shares traded, and should exercise extreme caution when dealing in the Shares.

By order of the Board
New Island Printing Holdings Limited
Lo Ming Chi
Chairman and Chief Executive Officer

Hong Kong, 6 January 2011

As at the date of this announcement, the Board comprises Mr. Lo Ming Chi, Charles (Chairman and Chief Executive Officer), Ms. Chan Yuk Yee and Mr. Dai Zhongcheng as Executive Directors; and Dr. Wong Yun Kuen, Mr. Pun Chi Ping and Mr. Ip Man Tin, David as Independent Non-executive Directors.