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CASH FINANCIAL SERVICES GROUP LIMITED

(Incorporated in Bermuda with limited liability)

(Stock code: 510)

ANNOUNCEMENT UNDER RULE 13.09 OF THE LISTING RULES

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

The Board announces that Pricerite, a wholly-owned subsidiary of the Company, has appointed a sponsor in relation to the possible spin-off of Pricerite and its fellow subsidiaries for a separate listing on the Main Board of the Stock Exchange.

In due course, the Company will submit a formal application to the Stock Exchange for approval for the Possible Spin-off. In addition, Pricerite will submit an advance booking form for an application for the listing of, and permission to deal in, the shares of Pricerite on the Main Board of the Stock Exchange. **As the Possible Spin-off remains subject to, among others, the decisions of the Board, approval from regulators and conditions of the global capital markets, the Possible Spin-Off may or may not proceed. Accordingly, the Company’s shareholders and other investors are reminded to exercise caution when dealing in the shares of the Company.**

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities (“Listing Rules”) on the Stock Exchange.

The board of directors (“Board”) of CASH Financial Services Group Limited (“Company”) announces that Pricerite Stores Limited (“Pricerite”) has appointed a sponsor in relation to the possible spin-off of Pricerite and its fellow subsidiaries, which are principally engaged in the retail business in Hong Kong and China including retailing of furniture and household items through the chain stores under the brand name of “Pricerite”, for a separate listing on the Main Board of the Stock Exchange (“Possible Spin-Off”).

In due course, the Company will submit a formal application to the Stock Exchange for approval for the Possible Spin-off. In addition, Pricerite will submit an advance booking form for an application for the listing of, and permission to deal in, the shares of Pricerite on the Main Board of the Stock Exchange. **As the Possible Spin-Off remains subject to, among others, the decisions of the Board, approval from regulators and conditions of the global capital markets, the Possible Spin-Off may or may not proceed. Accordingly, the Company’s shareholders and other investors are reminded to exercise caution when dealing in the shares of the Company.**

A further announcement will be made in relation to any significant development of the Possible Spin-Off.

On behalf of the Board
Benson Chan
Chief Executive Officer

Hong Kong, 12 January 2011

As at the date hereof, the directors of the Company comprise:-

Executive directors:

Mr Kwan Pak Hoo Bankee
Mr Chan Chi Ming Benson
Mr Law Ping Wah Bernard
Mr Cheng Man Pan Ben
Mr Yuen Pak Lau Raymond

Independent non-executive directors:

Mr Cheng Shu Shing Raymond
Mr Lo Kwok Hung John
Mr Lo Ming Chi Charles