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TRULY[®]

TRULY INTERNATIONAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 0732)

CHANGE OF COMPANY SECRETARY, QUALIFIED ACCOUNTANT, CHIEF FINANCIAL OFFICER AND AUTHORISED REPRESENTATIVE

The Board announces that with effect from 15 November 2010:

1. Mr. Ng Sui Wa, Thomas has resigned as company secretary, qualified accountant, chief financial officer and authorised representative of the Company; and
2. Mr. Lo Chi Chiu has been appointed as company secretary, qualified accountant, chief financial officer and authorised representative of the Company.

CHANGE OF COMPANY SECRETARY, QUALIFIED ACCOUNTANT, CHIEF FINANCIAL OFFICER AND AUTHORISED REPRESENTATIVE

The board of directors (the “**Board**”) of Truly International Holdings Limited (the “**Company**”) announces that Mr. Ng Sui Wa, Thomas (“**Mr. Ng**”) resigned as company secretary, qualified accountant, chief financial officer and authorised representative of the Company with effect from 15 November 2010.

Mr. Ng has confirmed that (i) he had no claim against the Company in respect of fees or in respect of compensation for loss of office; (ii) there is no disagreement between Mr. Ng and the Board; and (iii) there are no matters which need to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited in relation to his resignation.

The Board further announces that, with effect from 15 November 2010, Mr. Lo Chi Chiu (“**Mr. Lo**”) has been appointed as the company secretary, qualified accountant, chief financial officer and authorised representative of the Company in replacement of Mr. Ng.

Mr. Lo, aged 37, graduated from the University of Hong Kong with a bachelor's degree in business administration. He is a member of the Hong Kong Institute of Certified Public Accountants. Prior to joining the Company, Mr. Lo had nearly 15 years of auditing, accounting and financing experience including six years with major international accounting firms and eight years in senior accounting positions in various industries.

The Board would like to take this opportunity to express its sincere gratitude to Mr. Ng for his valuable contribution to the Company and welcome Mr. Lo to join the Company.

By Order of the Board
Truly International Holdings Limited
Lam Wai Wah, Steven
Chairman

Hong Kong, 15 November 2010

As at the date of this announcement, the Board comprises Mr. Lam Wai Wah, Steven, Mr. Wong Pong Chun, James, Mr. Cheung Tat Sang, James and Mr. Li Jian Hua as executive directors and Mr. Chung Kam Kwong, Mr. Ip Cho Ting, Spencer and Mr. Heung Kai Sing as independent non-executive directors.