

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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 31 January 2011:

1. Mr. Lo Chi Chiu has resigned as company secretary, qualified accountant, chief financial officer and authorised representative of the Company; and
2. Mr. Ma Wai Tong has been appointed as company secretary, qualified accountant, chief financial officer and authorised representative of the Company.

The board of directors (the “**Board**”) of Truly International Holdings Limited (the “**Company**”) announces that Mr. Lo Chi Chiu (“**Mr. Lo**”) resigned as company secretary, qualified accountant, chief financial officer and authorized representative of the Company with effect from 31 January 2011.

Mr. Lo 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. Lo 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 31 January 2011, Mr. Ma Wai Tong (“**Mr. Ma**”) has been appointed as the company secretary, qualified accountant, chief financial officer and authorised representative of the Company in replacement of Mr. Lo.

Mr. Ma, aged 39, graduated from the Hong Kong Polytechnic University with a bachelor’s degree in accountancy. He is a member of the Hong Kong Institute of Certified Public Accountants. Prior to joining the Company, Mr. Ma had 14 years of auditing, accounting and financing experience including four years with major international accounting firms and ten years in senior accounting positions in various industries.

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

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

Hong Kong, 31 January 2011

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.