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PEAK SPORT PRODUCTS CO., LIMITED

匹克體育用品有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1968)

PROFIT WARNING

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

The Board wishes to inform the Company's shareholders and potential investors that the Group's unaudited consolidated net profit for the six months ended 30 June 2012 and unaudited consolidated net profit for the year ended 31 December 2012 are expected to decrease considerably when compared to those for the same periods last year.

The Company's shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

This announcement is made by the board of directors (the "Board") of Peak Sport Products Co., Limited (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

The Board wishes to inform the Company's shareholders and potential investors that the Group's unaudited consolidated net profit for the six months ended 30 June 2012 and unaudited consolidated net profit for the year ended 31 December 2012 are expected to decrease considerably when compared to those for the same periods last year. The Board considers that such decline in consolidated net profits is primarily attributable to an industry-wide inventory correction and sluggish economic conditions which adversely affect the demand of sports products from the Group during 2012.

The Company is still in the process of finalizing the interim results of the Group for the six months ended 30 June 2012. The information contained in this announcement is only based on the Board's preliminary assessment of the Group's information currently available including the Group's management accounts and orders obtained from sales fairs already held for 2012. This information of the Group has not been reviewed or audited by the auditor of the Company. Further details of the Group's financial results for the six months ended 30 June 2012 and financial results for the year ended 31 December 2012 will be disclosed in the Company's interim results announcement and final results announcement respectively.

The Company's shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

By Order of the Board
Peak Sport Products Co., Limited
Xu Jingnan
Chairman

Hong Kong, 29 June 2012

As at the date of this announcement, the Board comprises three executive directors, namely Mr Xu Jingnan, Mr Xu Zhihua and Mr Xu Zhida; three non-executive directors, namely Ms Wu Tigao, Mr Shen Nanpeng and Mr Zhu Linan; and three independent non-executive directors, namely Dr Xiang Bing, Mr Wang Mingquan and Dr Ouyang Zhonghui.