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China Haisheng Juice Holdings Co., Ltd.

中國海升果汁控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 0359)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of currently available information, it is expected that the Group is expected to record a significant decline of the unaudited consolidated profit attributable to owners of the Company for the six months ended 30 June 2012 as compared with the same period last year.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by China Haisheng Juice Holdings Co., Ltd (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited. The board of directors of the Company (the “**Board**”) wishes to inform shareholders and potential investors of the Company that the Group is expected to record a significant decline of the unaudited consolidated profit attributable to owners of the Company for the six months ended 30 June 2012 as compared with the same period last year.

The expected decline in the interim results of the Group was primarily attributable to the decrease in both sales volume and gross profit margin of the Group for the six months ended 30 June 2012

The information contained in this announcement is only based on the preliminary assessment of the unaudited management accounts of the Group and other currently available information and is not based on any information or figures which have been audited or reviewed by the independent auditor or reviewed by the audit committee of the Company . Detailed financial information of the Group for the six months ended 30 June 2012 will be published in August 2012.

Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.

By order of the Board
China Haisheng Juice Holding Co., Ltd
Mr. Gao Liang
Chairman

Xi'an, the People's Republic of China, 3 August, 2012

As at the date of this announcement, the executive directors are Mr. Gao Liang, Mr. Li Bing, Ms. Wang Xuemei and Mr. Zhang Xiang; the independent non-executive directors are Mr. Zhao Boxiang, Mr. Li Yuanrui and Mr. Lo Wai Tat Andrew.