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NEW ISLAND PRINTING HOLDINGS LIMITED

新洲印刷集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code : 377)

PROFIT WARNING

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

As a result of the substantial decrease in net change in fair values of listed trading securities due to the substantial decrease of the market prices of certain listed securities held by the Group, the Group may record a substantial unrealized loss in its consolidated results for the six months ending 30 September 2012.

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

This announcement is made by New Island Printing Holdings Limited (the “**Company**” 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 “**Listing Rules**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform shareholders of the Company and potential investors that as disclosed in Note 15 of the financial statements of the Company for the year ended 31 March 2012, the listed trading securities held by the Group amounted to approximately HK\$41.0 million at fair values as at 31 March 2012. Since 31 March 2012 and as at the date of this announcement, the market values of the listed trading securities held by the Group declined by approximately HK\$21.8 million based on the closing market prices of these listed trading securities as at the date of this announcement.

Unless the respective market prices of these securities being continually held by the Group rebound substantially on 30 September 2012, the Group may record a substantial unrealized loss in its consolidated results for the six months ending 30 September 2012 as a result of the substantial decrease in net change in fair values of listed trading securities due to the substantial decrease of the market prices of these listed securities held by the Group.

* For identification purpose only

The information contained in this announcement is only based on a preliminary assessment by the Board based on information currently available to it, including the management accounts of the Company, which have not yet been confirmed or reviewed by the Company's auditors or the audit committee of the Company and finalized as at the date of this announcement. Unaudited financial information of the Group for the six months ending 30 September 2012 will be disclosed in the interim results announcement by the end of November 2012 in compliance with the Listing Rules.

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

By Order of the Board
Lo Ming Chi, Charles
Chairman and Chief Executive Officer

Hong Kong, 15 August 2012

As at the date of this announcement, the Board comprises Mr. Lo Ming Chi, Charles (Chairman and Chief Executive Officer) and Ms. Chan Yuk Yee as Executive Directors; and Dr. Wong Yun Kuen, Mr. Pun Chi Ping and Mr. Ip Man Tin, David as Independent Non-executive Directors.