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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 and Part XIVA of the SFO.

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of currently available information, the Group is expected to record a net loss attributable to shareholders of the Company for the year ended 31 December 2012.

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 “**Listing Rule**”) and Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) (“**SFO**”). 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 net loss attributable to shareholders of the Company for the year ended 31 December 2012.

The Board believes that the expected loss for the year ended 31 December 2012 mentioned above is primarily attributable to the decrease in sales volume and increase in cost of raw material.

The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available. Such information has not been audited or reviewed by the Company’s auditors and the actual results of the Group may be different from what is disclosed herein. Shareholders and investors should read carefully the results announcement of the Company for the year ended 31 December 2012, which is expected to be published in late March 2013.

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, 21 January, 2013

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