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CASH Financial Services Group Limited

(incorporated in Bermuda with limited liability)

(Stock code: 8122)

INCREASE IN PRICE OF THE COMPANY’S SHARES

The Board noted the increase in the price of the shares in the Company today and wishes to state that the Board is not aware of any reason for such increase.

The board of directors (“Board”) of CASH Financial Services Group Limited (“Company”) noted the increase in the price of the shares in the Company today and wishes to state that the Board is not aware of any reason for such increase.

The Board also confirms that save for the unconditional mandatory cash offers in relation to the Company as jointly announced by Celestial Asia Securities Holdings Limited and the Company on 18 May 2007, there is no negotiation or agreement relating to intended acquisitions or realisations which are discloseable under Chapters 19 to 20 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange (“GEM Listing Rules”), neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 17.10 of the GEM Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board, the Directors of which collectively and individually accept responsibility for the accuracy of this announcement.

By order of the Board
Suzanne W S Luke
Company Secretary

Hong Kong, 28 May 2007

As at the date hereof, the executive Directors are Mr Kwan Pak Hoo Bankee, Mr Wong Kin Yick Kenneth, Mr Law Ping Wah Bernard and Mr Cheng Man Pan Ben, and the independent non-executive Directors are Mr Cheng Shu Shing Raymond, Dr Hui Ka Wah Ronnie and Mr Lo Kwok Hung John.

This announcement, for which the Directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules of the Stock Exchange for the purpose of giving information with regard to the Company. The Directors of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (i) the information contained in this announcement is accurate and complete in all material respects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at www.hkgem.com for at least 7 days from its date of publication and on the website of the Company at www.cfsg.com.hk.