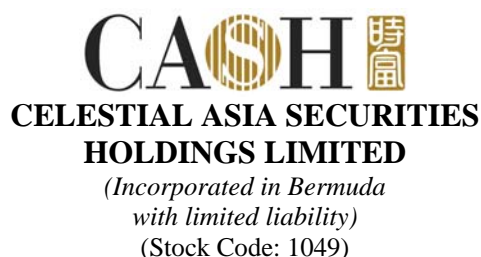


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JOINT ANNOUNCEMENT

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATION

CASH and CFSG is, in accordance with Rules 2.07A and 2.07B of the Listing Rules and Rules 16.04A and 16.04B of the GEM Listing Rules respectively, making arrangements to ascertain the wishes of their respective Shareholders in relation to the means of receipt (in printed form or by electronic means) and the choice of language of future Corporate Communication.

INTRODUCTION

In order to save costs both for the benefit of the Shareholders and for environmental protection reasons, CASH and CFSG are making or will make the following arrangements to seek their respective Shareholders' election in relation to the means of receipt (in printed form or by electronic means) and the choice of language of future Corporate Communication.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules and Rules 16.04A and 16.04B of the GEM Listing Rules, CASH and CFSG have made and will make the following arrangements which are permitted under all applicable laws and regulations and their respective Memorandum and Articles of Association:

1. CASH and CFSG will send a letter ("First Letter") on the same day as this announcement is published together with a pre-paid reply slip ("Reply Slip"), in both English and Chinese, to their respective Shareholders to enable them to select to receive future Corporate Communication: (i) in printed form, the English version only, the Chinese version only, or both English and Chinese versions; or (ii) by electronic means (through the respective CASH's website (www.cash.com.hk) and CFSG's website

(www.cfsg.com.hk)) (“Website Version”). If a Shareholder elects the Website Version and has specified the email address in the Reply Slip, a notification of the publication of Corporate Communication on the respective Companies’ website by email will be provided to such Shareholder as and when each Corporate Communication is published. Alternatively, if a Shareholder elects the Website Version but does not provide the email address, the Corporate Communication will be accessible through the respective Companies’ website and such Shareholder will not be expressly notified as and when each Corporate Communication is published. The First Letter will explain if no reply is received from the Shareholders by 13 August 2007, the following arrangements will apply:

- * only the printed Chinese version of the Corporate Communication will be sent to all Hong Kong Shareholders who are natural persons with a Chinese name; and
- * only the printed English version of the Corporate Communication will be sent to all overseas Shareholders and all Hong Kong Shareholders other than natural persons with a Chinese name.

Whether a Shareholder is a Hong Kong or an overseas Shareholder will be determined by the address of that Shareholder appearing on the respective Companies’ Register of Members.

2. CASH and CFSG will send the selected language version(s) of the Corporate Communication to those Shareholders who have chosen to receive the Corporate Communication in printed form unless and until they notify the Share Registrar in writing that they wish to receive the Corporate Communication in other (or both) language(s) or by electronic means.
3. With respect to those Shareholders who have chosen Website Version and who for any reason have difficulty in receiving or gaining access to the Corporate Communication, they will promptly upon request be sent a printed form free of charge.
4. When the Corporate Communication is sent out according to the arrangements set out in paragraphs 1 and 2 above, a letter, together with a pre-paid request slip (“Second Letter”) in both English and Chinese, will be attached to or printed at some prominent place in the sent out versions of the Corporate Communication, stating that the Corporate Communication prepared in other language will be available upon request. Shareholders are entitled at any time by reasonable notice in writing to the Share Registrar to change their choice of language and means of receipt of Corporate Communication.
5. With respect to future Shareholders, CASH and CFSG will send both language versions of the Corporate Communication in printed form to such Shareholders together with a letter enclosing a reply slip for choosing the means of receipt and the choice of language of Corporate Communication. If no reply is received from such future Shareholders, the arrangements set out in paragraph 1 above will be applied.
6. Both English and Chinese versions of the Corporate Communication in an accessible format will be available on the respective Companies’ website at www.cash.com.hk and www.cfsg.com.hk. A copy in electronic format in both languages will also be submitted to the Stock Exchange in accordance with the publication requirements of Chapter 2 of the Listing Rules and Chapter 16 of the GEM Listing Rules respectively.

7. CASH and CFSG are providing a dial-up hotline service (Tel: (852) 2980-1333) to enable the Shareholders to make enquiry of the proposed arrangements.
8. The First Letter and Second Letter will mention that both languages of the Corporate Communication will be available on the respective Companies' website and that the dialup hotline service has been provided as mentioned in paragraphs 6 and 7 above respectively.

DEFINITIONS

“CASH”	Celestial Asia Securities Holdings Limited (stock code 1049), a company incorporated in Bermuda with limited liability and which securities are listed on the main board of the Stock Exchange
“CFSG”	CASH Financial Services Group Limited (stock code: 8122), a company incorporated in Bermuda with limited liability and which securities are listed on GEM
“Companies”	CASH and CFSG
“Corporate Communication”	any document issued or to be issued by CASH or CFSG (as the case maybe) for the information or action of their respective Shareholders as defined in Rule 1.01 of the Listing Rules and the GEM Listing Rules respectively
“GEM”	the Growth Enterprise Market of the Stock Exchange
“GEM Listing Rules”	Rules Governing the Listing of Securities on GEM
“Listing Rules”	Rules Governing the Listing of Securities on the Stock Exchange
“Share Registrar”	Standard Registrars Limited, being the share registrars of both CASH and CFSG
“Shareholders”	the registered holders of shares of CASH or CFSG (as the case maybe)
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

On behalf of the CFSG Board
Bankee P Kwan
Chairman

On behalf of the CASH Board
Bankee P Kwan
Chairman

Hong Kong, 13 July 2007

As at the date hereof, the executive directors of CFSG 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 of CFSG are Mr Cheng Shu Shing Raymond, Dr Hui Ka Wah Ronnie and Mr Lo Kwok Hung John.

As at the date hereof, the executive directors of CASH are Mr Kwan Pak Hoo Bankee, Mr Law Ping Wah Bernard, Mr Wong Kin Yick Kenneth and Mr Lin Che Chu George, and the independent non-executive directors of CASH are Mr Leung Ka Kui Johnny, Mr Wong Chuk Yan and Dr Chan Hak Sin.

This announcement, for which the directors of CFSG collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to CFSG. The directors of CFSG, 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 CFSG at www.cfsg.com.hk.