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**JF Household Furnishings Limited**  
**捷豐家居用品有限公司**

*(incorporated in the Cayman Islands with limited liability)*

(Stock code: 8310)

**ANNOUNCEMENT**

This announcement is made at the request of The Stock Exchange of Hong Kong Limited. The directors (the “Directors”) of JF HOUSEHOLD FURNISHINGS LIMITED (the “Company”) have noted today’s unusual increase in the trading volume and price of the shares of the Company and wish to state that the Directors are not aware of any reasons for such movements.

The Directors also confirm that there are no negotiations or agreements relating to intended acquisitions or realizations 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 of Hong Kong Limited (the “GEM Listing Rules”), neither is the board of Directors (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 of  
**JF Household Furnishings Limited**  
**Cheung Wai Tak**  
*Company Secretary*

Hong Kong, 31 July 2007

*\* For identification purpose only*

*As at the date of this announcement, the executive Directors are Messrs. Yan Siu Wai (Chairman), Leung Kwok Yin and Bao Jisheng; and the independent non-executive Directors are Messrs. Kwan Kai Cheong, Garry Alides Willinge and Yu Hon Wing Allan.*

*This announcement, for which the Directors collectively and individually accept full responsibility, include particulars given in compliance the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief (i) the information 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 for at least seven days from the date of its posting*