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LAUNCH

深圳市元征科技股份有限公司 LAUNCH TECH COMPANY LIMITED

(A joint stock limited company incorporated in the People's Republic of China with limited liability)
(Stock code: 8196)

PROFIT GROWTH ALERT

This announcement is made by the Company pursuant to Rule 17.10 (1) of the GEM Listing Rules.

The Board anticipates that the Group's profit for the year ended 31 December 2009 will increase significantly when compared with that for the year ended 31 December 2008.

The Board is of the view that the significant increase in profit is mainly attributable to the increase in turnover, the improvement of production management brought about by effective control measures on production costs, the reduction of freight charges due to the expansion of domestic sales, the reduction of finance charges and the decrease of exchange losses as a result of stable exchange rates.

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

This announcement is made by Launch Tech Company Limited (the "Company" and together with its subsidiaries, the "Group") pursuant to Rule 17.10 (1) of Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the "GEM Listing Rules").

The board of directors of the Company (the "Board") wishes to inform shareholders of the Company (the "Shareholders") and potential investors that the Board anticipates that the Group's profit for the year ended 31 December 2009 will increase significantly when compared with that for the year ended 31 December 2008 according to a preliminary review on the unaudited financial statements of the Group carried out by the Board. The Board is of the view that the significant increase in profit is mainly attributable to the increase in turnover, the improvement of production management brought about by effective control measures on production costs, the reduction of freight charges due to the expansion of domestic sales, the reduction of finance charges and the decrease of exchange losses as a result of stable exchange rates.

As at the date of this announcement, the Group's consolidated results for the year ended 31 December 2009 have not yet been finalized. The information contained in this announcement is only a preliminary assessment made by the Board based on the figures and information currently available, which are subject to audit by the Company's independent external auditors and, if required, necessary adjustments. It is expected that the Company will announce its audited consolidated financial results for the year ended 31 December 2009 in late March 2010.

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

By order of the Board
Launch Tech Company Limited
Liu Xin
Chairman

Shenzhen, the PRC, 4 February 2010

As at the date of this announcement, the Board comprises three Executive Directors namely Mr. Liu Xin (Chairman), Mr. Liu Jun (Chief executive officer) and Professor Wang Xue Zhi; one Non-executive Director namely Ms. Liu Yong; and two Independent Non-executive Directors namely Mr. Zhang Xiao Yu and Professor Hu Zi Zheng.

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 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: 1. the information contained in this announcement is accurate and complete in all material respects and not misleading; 2. there are no other matters the omission of which would make any statement in this announcement misleading; and 3. 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 GEM website at www.hkgem.com on the "Latest Company Announcements" page for 7 days from the date of its posting.