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CHINA TRENDS HOLDINGS LIMITED

中國趨勢控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 8171)

POSITIVE PROFIT ALERT

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

The Board wishes to inform the Shareholders and potential investors that the Company is expected to record a profit for the six months ended 30 June 2011 as compared to a loss for the same period in 2010.

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

This announcement is made by China Trends Holdings Limited (the “**Company**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market (the “**GEM Listing Rules**”) of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Company is expected to record a profit for the six months ended 30 June 2011 as compared to a loss for the six months ended 30 June 2010. The expected profit for the six months ended 30 June 2011 was mainly attributable to the increase of the trading business of products.

The information contained in this announcement is only the preliminary assessment by the Company based on the management accounts which has not been confirmed nor audited by the auditors of the Company. Shareholders and potential investors of the Company should read the interim results announcement for the six months ended 30 June 2011 carefully, which is expected to be published on 12 August 2011.

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

By Order of the Board
China Trends Holdings Limited
Xiang Xin
Chairman

Hong Kong, 9 August 2011

As at the date of this announcement, the executive Directors are Mr. Xiang Xin, Ms. Lu Yuhe and Mr. Liang Xiaojin; the non-executive Director is Mr. Chen Banyan and the independent non-executive Directors are Mr. Zhang Zhan Liang, Mr. Kwok Chi Hung and Ms. An Jing.

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 the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on GEM website on the “Latest Company Announcements” page for at least 7 days from the date of its posting and the Company website at www.8171.com.hk.