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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)

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. Chen Yicheng has been appointed as an independent non-executive director, a member of the audit committee and a member of the remuneration committee of the Company with effect from 9 July 2012.

Reference is made to the announcement of China Trends Holdings Limited (the “Company”) dated 4 May 2012 in relation to the non-compliance of the requirement of the minimum number of independent non-executive directors and audit committee members under 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 board of directors (the “Board”) of the Company is pleased to announce that Mr. Chen Yicheng (“Mr. Chen”) has been appointed as an independent non-executive director, a member of the audit committee and a member of the remuneration committee of the Company with effect from 9 July 2012.

Mr. Chen, aged 58, received his degree in Chinese from South China Normal University. Mr. Chen is engaged in commercial and television media industry in Mainland China for 40 years, and he has extensive experience in commercial operation of television media. Mr. Chen is currently a director of Guangdong TV Artists’ Association. Since September of 1981 till now, Mr. Chen was working in Guangdong TV and acted as a deputy director of social education department, deputy director of chief editor’s office, art director, newspaper chief editor and deputy general manager in Guangdong Digital Mobile TV Co. Limited. Mr. Chen

was responsible for organizing and coordinating many TV special columns, and planning and execute of the large-scale variety show; the overall operation of a mainstream TV channels, as well as Guangdong TV preparations; responsible for the editorial and operations of the newspaper and a magazine. Since the advent of the new media industries, he used the identity of expatriate executives directly involved in the socialized operation of the new media industry.

There is no service contract entered into between the Company and Mr. Chen. Mr. Chen is entitled to a fixed remuneration of director's fee in the amount of HK\$30,000 per annum as determined and based on duties and responsibilities for acting as an independent non-executive director. Mr. Chen is not appointed for a specific term but will retire from office by rotation at the forthcoming general meeting of the Company, at which Mr. Chen will be eligible for re-election pursuant to the articles of association of the Company.

As at the date of this announcement, Mr. Chen does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). Save for his appointment as an independent non-executive director of the Company, Mr. Chen has not held any directorship in other public companies in the last three years preceding the date of this announcement. Mr. Chen is not connected with any directors, senior management, management shareholders, substantial shareholders or controlling shareholders of the Company within the meaning of the GEM listing Rules.

Save as disclosed above, there are no other matters concerning Mr. Chen that need to be brought to the attention of the shareholders of the Company and there is no other information that need to be disclosed pursuant to any of the requirements under Rule 17.50(2) of the GEM Listing Rules.

The Board would like to express its warmest welcome to Mr. Chen in joining the Company

Following Mr. Chen's appointment as an independent non-executive director, a member of the audit committee and a member of the remuneration committee of the Company, the Company has fulfilled the requirements under Rule 5.05 and 5.28 of the GEM Listing Rules.

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

Hong Kong, 9 July 2012

As at the date of this announcement, the executive Directors are Mr. Xiang Xin, Mr. Liang Xiaojin and Mr. Chen Banyan and the independent non-executive Directors are Mr. Zhang Zhan Liang and Ms. An Jing and Mr. Chen Yicheng.

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.