ANNOUNCEMENT PRICE-SENSITIVE INFORMATION

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited.

In line with the Company's continued strategy to realise appropriate amounts of gold reserves, Hang Fung Jewellery Company Limited, one of the Company's wholly owned subsidiaries, has sold approximately two tonnes of its gold exhibits in March 2008. The sale proceeds of approximately HK\$500 million is intended to finance the Group's continued expansion of the 3D-GOLD retail network in the Mainland China and for general working capital purposes.

As at the date of this announcement, the executive directors of the Company are Mr. Lam Sai Wing, Ms. Chan Yam Fai, Jane, Ms. Ng Yee Mei, Mr. Yeung Hon Yuen and Mr. Kuang Hao Kun, Giovanni, the non-executive director is Mr. Wong Kwong Chi and the independent non-executive directors are Mr. Lee Kok Keung, Mr. Liu Ngai Wing, Mr. Lui Sun Wing and Mr. Lou Ping Ho.

By order of the Board **Lam Sai Wing** *Chairman*

Hong Kong, 31st March 2008

* For identification purpose only