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HANG FUNG GOLD TECHNOLOGY LIMITED

恒豐金業科技有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 870)

ANNOUNCEMENT PROPOSED CHANGE OF COMPANY NAME

The Board proposes that the name of the Company be changed to “3D-GOLD Jewellery Holdings Limited” and the adoption of Chinese name of the Company “金至尊珠寶控股有限公司” in place of the existing Chinese name “恒豐金業科技有限公司” as a secondary name of the Company. The stock short name of the Company will also be changed accordingly.

The proposed Change of Company Name is subject to (a) approval by the Shareholders at the AGM; and (b) approval of the Registrar of Companies in Bermuda having been obtained.

A circular containing further detail of the proposed Change of Company Name and a notice of AGM will be despatched to the Shareholders as soon as possible.

THE PROPOSAL

The board of directors (“Board”) of Hang Fung Gold Technology Limited (“Company”) proposes that the name of the Company be changed to “3D-GOLD Jewellery Holdings Limited” and the adoption of Chinese name of the Company “金至尊珠寶控股有限公司” in place of the existing Chinese name “恒豐金業科技有限公司” as a secondary name of the Company (“Change of Company Name”).

CONDITIONS

The proposed Change of Company Name is subject to (a) the approval by the shareholders of the Company (“Shareholders”) by way of a special resolution at the annual general meeting of the Company to be convened (“AGM”); and (b) the approval of the proposed Change of Company Name by the Registrar of Companies in Bermuda having been obtained. The relevant filing with the Registrar of Companies in Bermuda will be made after the passing of special resolution at the AGM.

REASONS FOR THE CHANGE OF COMPANY NAME

The Company and its subsidiaries are principally engaged in the design, manufacture and selling of a broad range of gold products, other precious metal products and jewellery

products. After substantial investment in brand promotion over the years, the Group has successfully developed its trademark "3D-GOLD" (or its Chinese characters “金至尊”) into a gold and jewellery retail brand in Mainland China, Hong Kong and Macau. The proposed new name of the Company marks the Group's achievement in this respect and will better reflect the position of the Group's expansion strategy in the retail business. There is no change to the existing business of the Group in connection with the proposed Change of Company Name.

EFFECTS ON CHANGE OF COMPANY NAME

Subject to satisfaction of the conditions set out above, the Change of Company Name will take effect from the date on which the Registrar of Companies in Bermuda enters the new name on the register in place of the existing name. Thereafter, the Company will comply with the necessary filing procedures in Hong Kong. Upon the Change of Company Name becoming effective, the shares of the Company (“Shares”) will be traded on The Stock Exchange of Hong Kong Limited (“Stock Exchange”) under the new name.

The Change of Company Name will not affect any of the rights of the Shareholders. All existing share certificates in issue bearing the Company's existing name shall continue to be evidence of the title and valid for trading, settlement, registration and delivery for the same number of Shares in the new name of the Company. There will not be any arrangements for exchange of existing share certificates for new share certificates under the new name of the Company. Once the Change of Company Name becomes effective, any issue of share certificates will be under the new name of the Company.

A further announcement will be made by the Company to inform the Shareholders the result of the AGM, the effective date of the Change of Company Name, the change of stock short name and the arrangement for the trading and dealings in the Shares (including the date on which the Shares will be traded under the new name on the Stock Exchange).

GENERAL

A circular containing, among other things, further details of the proposed Change of Company Name and the notice of the AGM will be despatched to the Shareholders as soon as practicable.

As at the date of this announcement, the executive directors of the Company are Dr. 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, Dr. Lui Sun Wing and Mr. Lou Ping Ho.

By order of the Board
Hang Fung Gold Technology Limited
Wu Ying Keung
Company Secretary

Hong Kong, 16 July 2008

** For identification purpose only*