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3D-GOLD Jewellery Holdings Limited

(formerly known as Hang Fung Gold Technology Limited)

金至尊珠寶控股有限公司

(formerly known as 恒豐金業科技有限公司)*

(Incorporated in Bermuda with limited liability)

(Stock Code: 870)

PRICE SENSITIVE INFORMATION RESUMPTION OF TRADING

Dr. Lam passed away on 26 September 2008. Mrs. Lam has been appointed Chairman of the Company. No other changes have been made to the Group's management in connection with this latest development. Certain information regarding the debt obligations of the Group which may be affected by Dr. Lam's demise are set out below.

The Company's new name took effect on 4 September 2008.

Trading in the shares of the Company on the Stock Exchange was suspended at the request of the Company at 9:30 a.m. on 29 September, 2008. Application has been made by the Company for the resumption of trading in its shares on the Stock Exchange with effect from 9:30 a.m. on 30 September, 2008.

This announcement is made pursuant to Rules 13.09, Rule 13.19 and Rule 13.51(2) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited.

The board of directors (the "Board") of 3D-GOLD Jewellery Holdings Limited (the "Company" together with its subsidiaries, the "Group") announces with deepest grief that Dr. Lam Sai Wing ("Dr. Lam"), the Chairman and an executive director of the Company, passed away in the morning on 26 September 2008 at home due to a sudden illness at the age of 53. Dr. Lam dedicated his life towards the establishment and development of the Group. The Group has benefitted immeasurably from his inspired leadership. The Board, the management and all staff of the Group will endeavour to perpetuate Dr. Lam's vision and will continue to develop the business of the Group.

The Board has elected Ms. Chan Yam Fai, Jane ("Mrs. Lam") as Chairman of the Board with effect from 28 September 2008. Mrs. Lam is the spouse of Dr. Lam and a co-founder of the Group. She has since founding the Group served as Deputy Chairman and an executive director of the Company. Over the years, Mrs. Lam has been working jointly with Dr. Lam for the development and overall strategic formulation, especially in promoting merchandising, retailing and wholesale businesses of the Group. Mrs. Lam has over 25 years of experience in the jewellery industry. Mrs. Lam is conversant with the PRC business environment and well connected with the PRC political and commercial sectors. She is also actively involved, and has taken key offices, in various jewellery business associations, further particulars of which have been included in the annual report of the Company.

The remainder of the Board comprising three other executive directors, a non-executive director and four independent non-executive directors will continue with their existing

positions and responsibilities. No other changes to the management of the Company are being made nor is any change now required. The Board and its management will endeavour to ensure that the Group continues its operations and business as normal.

A number of the Group's banking trust receipt, gold loan, revolving loan and term loan facilities include provisions which specifies that there will be an event of default, or otherwise provide that the lender may terminate the facilities if (i) Dr. Lam ceases to be chairman of the Company; or (ii) Dr. Lam ceases to maintain 20% direct or indirect interest in the Company; or (iii) Dr. Lam and Mrs. Lam jointly cease to be the beneficial owner of not less than 25% of the Company's issued shares, or a combination of the above. As at 29 September 2008, the principal amount outstanding on such facilities amounted to approximately HK\$422 million. This may in turn result in technical defaults under the terms of other loans or debt instruments of the Group. The Company is approaching the Group's bankers, key suppliers, customers and business associates to inform them of this latest development of the Group. The Board is optimistic that they will be supportive of the Group. The Company will make further announcement as and when appropriate.

Dr. Lam and companies controlled by him owned approximately 339.78 million shares of the Company, representing approximately 35.70% of the issued share capital of (and voting rights in) the Company immediately prior to his demise. He was a holder of options to subscribe for approximately 6.19 million shares of the Company. These options may generally be exercisable within 12 months following Dr. Lam's death by his legal representatives, unless otherwise specified in the share option scheme rules.

Following shareholders approval on 29 August, 2008 of the change of the Company's name from "Hang Fung Gold Technology Limited" to "3D-GOLD Jewellery Holdings Limited", the new name was registered by the Registrar of Companies in Bermuda on 4 September, 2008, the date on which the Company's change of name takes effect. A further announcement will be made of the resulting change to the stock short name of the Company, after completion of registration procedures under Part XI of the Companies Ordinance in Hong Kong of such change of name.

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As at the date of this announcement, the executive directors of the Company are 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
Chan Yam Fai, Jane
Chairman

Hong Kong, 29 September 2008

**for identification only*