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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

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

As announced by 3D-GOLD Jewellery Holdings Limited (the “Company”) on 29 September 2008, Dr. Lam Sai Wing (the late Chairman and an executive director of the Company) passed away on 26 September 2008. Since then, the preliminary investigations by the board of directors of the Company (the “Board”) have revealed that significant trade receivables of the Company and its subsidiaries (the “Group”) primarily relating to the Group’s wholesale business may be difficult to recover and that the amount of inventory might be substantially less than previously reported.

Under those circumstances, the Group has appointed Deloitte Touche Tohmatsu (“DTT”) as independent reporting accountants to conduct certain investigations into the Group’s assets and liabilities and report on its current position. The four executive directors and the chief financial officer of the Company met with the Group’s bank creditors on 13 October 2008 to discuss the state of affairs of the Group. Following that meeting, the Board has been informed on 14 October 2008 that the banks have set up a steering committee, which is led by The Hongkong and Shanghai Banking Corporation Limited, and are considering a request from the Company to standstill on an informal basis. DTT’s report on the current position will be presented to the major creditors (which would include the bank creditors, the holders of the senior notes and the convertible bond holders). The Company has suspended the trading of its shares on The Stock Exchange of Hong Kong Limited and the trading of its senior notes on the Singapore Stock Exchange and will continue such suspension until further notice.

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, 14 October 2008

** For identification purpose only*