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IMAGI INTERNATIONAL HOLDINGS LIMITED

意馬國際控股有限公司*

(incorporated in Bermuda with limited liability)

(stock code: 585)

PROFIT WARNING

The Board wishes to inform the Shareholders and potential investors that the audited consolidated loss of the Group for the year ended 31 March 2010 are expected to increase significantly as compared to the loss recorded by the Group for the year ended 31 March 2009.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Imagi International Holdings Limited (the “**Company**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the audited consolidated loss of the Company and its subsidiaries (the “**Group**”) for the year ended 31 March 2010 is expected to increase significantly as compared to the loss recorded for the year ended 31 March 2009. The substantial increase in loss is principally due to (i) the unsatisfactory performance of *Astro Boy*, the Group's feature film launched in October 2009, the revenue from broadcasting the film attributable to the Group could hardly cover the production, promotion and financing costs; and (ii) loss arising from redemption of bridge loans. Furthermore, with reference to the performance of *Astro Boy*, it is expected that the results for the year ended 31 March 2010 will include a significant impairment loss on the carrying value of *Gatchaman*, a feature film in the Group's pipeline.

As the Company is still in the process of finalising its consolidated financial results for the year ended 31 March 2010, the information contained in this announcement is only based on preliminary assessment of the unaudited management accounts of the Group and the information currently available. Shareholders of the Company and potential investors are advised to read carefully the results announcement of the Company which is expected to be released on 21 July 2010.

** for identification purpose only*

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By order of the Board
Imagi International Holdings Limited
Ma Wai Man, Catherine
Executive Director

Hong Kong, 15 July 2010

As at the date of this announcement, the Board comprises Mr. Leung Pak To as the Chairman and non-executive director; Ms. Ma Wai Man, Catherine as the executive director; and Mr. Chan Yuk Sang, Mr. Cheng Yuk Wo and Dr. Lam Lee G. as independent non-executive directors.