



WO KEE HONG (HOLDINGS) LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 720)

OVERSEAS REGULATORY ANNOUNCEMENT

(This overseas regulatory announcement is issued pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.)

Please refer to the attached Form 8K, the Current Report filed on 10 December 2007 (US time) by China Premium Lifestyle Enterprise, Inc., an associated company of the Company whose shares are traded on the Over-The-Counter Bulletin Board in the United States of America.

As at the date of this announcement, the Board comprises Mr. Richard Man Fai LEE (Executive Chairman and Chief Executive Officer), Mr. Jeff Man Bun LEE, Mr. Tik Tung WONG and Waison Chit Sing HUI, all of whom are executive Directors, Ms. Kam Har YUE, who is a non-executive Director, Mr. Boon Seng TAN, Mr. Raymond Cho Min LEE and Mr. Ying Kwan CHEUNG, all of whom are independent non-executive Directors.

Hong Kong, 11 December 2007

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of report (Date of earliest event reported): December 7, 2007

CHINA PREMIUM LIFESTYLE ENTERPRISE, INC.
(Exact name of registrant as specified in Charter)

Nevada
(State or other jurisdiction of
incorporation or organization)

333-120807
(Commission File No.)

11-3718650
(IRS Employee Identification
No.)

10/F, Wo Kee Hong Building
585-609 Castle Peak Road
Kwai Chung, N.T. Hong Kong
(Address of Principal Executive Offices)

(852) 2514-4880
(Issuer Telephone number)

(Former Name and Former Address)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12(b) under the Exchange Act (17 CFR 240.14a-12(b))
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS

The statements contained in this Form 8-K that are not purely historical are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These include statements about the Registrant's expectations, beliefs, intentions or strategies for the future, which are indicated by words or phrases such as "anticipate," "expect," "intend," "plan," "will," "the Registrant believes," "management believes" and similar words or phrases. The forward-looking statements are based on the Registrant's current expectations and are subject to certain risks, uncertainties and assumptions. The Registrant's actual results could differ materially from results anticipated in these forward-looking statements. All forward-looking statements included in this document are based on information available to the Registrant on the date hereof, and the Registrant assumes no obligation to update any such forward-looking statements.

Item 3.03. Material Modifications to Rights of Security Holders.

The information set forth in Item 5.03 is incorporated herein by reference.

Item 5.03. Amendments to Articles of Incorporation or Bylaws; Change in Fiscal Year.

On December 7, 2007, China Premium Lifestyle Enterprise, Inc. (the "Company") effected a reverse stock split pursuant to which each five (5) currently outstanding shares of common stock, par value \$0.001, were automatically converted into one (1) share of common stock, par value \$0.005, and the total number of shares of our common stock outstanding was reduced from 122,672,214 shares to approximately 24,534,442 shares (the "Stock Split"). No change was made in the number of the Company's authorized shares. No script or fractional share certificates will be issued in connection with the Stock Split. Shareholders will receive a number of shares of new common stock rounded up to the nearest whole number in lieu of fractional interests resulting from the Stock Split.

The conversion price of the Company's Series A Convertible Preferred Stock will be adjusted up by the one-to-five ratio from \$0.04338 to \$0.2169 per share, and the conversion ratio of shares of common stock issued upon conversion of the Preferred Stock will be proportionately decreased from 92.2045 shares of common stock per one (1) share of Preferred Stock to 18.4409 shares of new common stock per one (1) share of Preferred Stock.

Each stockholder's percentage ownership interest in the company and proportional voting power remains unchanged after the Stock Split except for minor changes and adjustments resulting from rounding of fractional interests. The rights and privileges of the holders of common stock are substantially unaffected by the Stock Split.

On December 7, the Company filed a Certificate of Change Pursuant to Nevada Revised Statutes §78.209 with the Nevada Secretary of State to effect the Stock Split, a form of which is attached to this Form 8-K as exhibit 3.1.

Item. 8.01. Other Events

On December 7, 2007, the Company issued a press release announcing the commencement of trading (effective December 10, 2007) of its common stock under a new trading symbol, CPLY. A copy of the Press Release is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits.

<u>Exhibit Number</u>	<u>Description</u>
3.1	Certificate of Change Pursuant to Nevada Revised Statutes §78.209
99.1	Press Release, dated December 7, 2007.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: December 10, 2007

**CHINA PREMIUM LIFESTYLE
ENTERPRISE, INC.**

By: /s/ Joseph Tik Tung Wong
Name: Joseph Tik Tung Wong
Title: Chief Financial Officer

EXHIBIT INDEX

<u>Exhibit Number</u>	<u>Description</u>
3.1	Certificate of Change Pursuant to Nevada Revised Statutes §78.209
99.1	Press Release, dated December 7, 2007.

EXHIBIT 3.1



ROSS MILLER
Secretary of State
204 North Carson Street, Ste 1
Carson City, Nevada 89701-4299
(775) 684 5708
Website: secretaryofstate.biz

Filed in the office of Ross Miller Secretary of State State of Nevada	Document Number 20070833917-90
	Filing Date and Time 12/07/2007 9:57 AM
	Entity Number C10367-2004

**Certificate of Change Pursuant
to NRS 78.209**

USE BLACK INK ONLY - DO NOT HIGHLIGHT

ABOVE SPACE IS FOR OFFICE USE ONLY

**Certificate of Change filed Pursuant to NRS 78.209
For Nevada Profit Corporations**

1. Name of corporation:

China Premium Lifestyle Enterprise, Inc.

2. The board of directors have adopted a resolution pursuant to NRS 78.209 and have obtained any required approval of the stockholders.

3. The current number of authorized shares at the par value, if any, of each class or series, if any, of shares before the change:

400,000,000 shares of common stock authorized, \$0.001 par value per share
100,000,000 shares of preferred stock authorized, \$0.001 par value per share

4. The number of authorized shares and the par value, if any, of each class or series, if any, of shares after the change:

400,000,000 shares of common stock authorized, \$0.005 par value per share
100,000,000 shares of preferred stock authorized, \$0.001 par value per share

5. The number of shares of each affected class or series, if any, to be issued after the change in exchange for each issued share of the same class or series:

24,534,442 shares of common stock to be issued in exchange for 122,672,214 outstanding shares of common stock

6. The provisions, if any, for the issuance of fractional shares, or for the payment of money or the issuance of scrip to stockholders otherwise entitled to a fraction of a share and the percentage of outstanding shares affected thereby:

Shareholders holding fractional shares will have their shares rounded up to the nearest whole number

7. Effective date of filing (optional):

must not be later than 90 days after the date (Month & Day)

8. Officer Signature:

Signature

Corporate Secretary

Title

IMPORTANT: Failure to include any of the above information and submit the proper fees may cause this filing to be rejected.

This form must be accompanied by appropriate fees.

Nevada Secretary of State AM 78.209 2007
Revised 01/01/2007

Press Release

Source: China Premium Lifestyle Enterprise, Inc.

China Premium Lifestyle Announces Reverse Stock Split

HONG KONG--(BUSINESS WIRE)--China Premium Lifestyle Enterprise, Inc. (OTCBB:CPMM) today announced that at its annual meeting of shareholders, the shareholders of CPMM approved a reverse stock split of China Premium Lifestyle Enterprises common stock at a ratio of 1 for 5 shares effective at the opening of trading December 10, 2007. Following the split, the Company's common shares will trade under the new ticker symbol "CPLY" .

Richard Lee, Chairman and CEO, stated: "Our strong financial results of the past year continue to prove the strength of our business plan. The 1 for 5 shares reverse stock split is intended to enhance investor's visibility into the Company's profitability on a per share basis while also providing more useful information in making period-to-period comparisons. The Company also believes that a higher share price could broaden its appeal to a wider base of investors allowing it to potentially qualify for listing on a larger stock exchange in the future, improving stockholder value."

The Company recently reported an approximate profit of \$310,472 for the quarter ended September 30, 2007 on approximately \$26.7 million in net sales, an 82% increase over net sales for the similar period. For the nine months ended September 30, 2007, the company's operations generated cash resources of approximately \$9.5 million compared to approximately \$1.9 million for the similar period. The company attributed the growth in sales to its new and used vehicle trading segment, with significant increases in deliveries of Ferrari 8-cylinder models, the F430 and F430 Spider, together with the sellout performance of the new Ferrari 12-cylinder, the 599 GTB Fiorano.

About China Premium Lifestyle Enterprise

China Premium Lifestyle Enterprise, Inc., through its 49%-owned entity, has established itself as a leading Ferrari and Maserati importer, distributor and dealer in Hong Kong and dealer in China, having been affiliated with Ferrari and Maserati since 1992 and 1994 respectively. The company is expanding its offerings to include other luxury brands and goods from around the world, such as the John Richmond fashion line from Italy, which the company markets to its already established customer base of high net worth Chinese individuals.

Forward Looking Statements

The Private Securities Litigation Reform Act of 1995 provides a safe harbor for forward-looking statements made on behalf of the Company and its subsidiaries. All such forward-looking statements are, by necessity, only estimates of future results and actual results achieved by the Company may differ materially from these statements due to a number of factors. Any forward-looking statements speak only as of the date made. Statements made in this release that are not purely historical are forward-looking statements, beliefs, plans, expectations or intentions regarding the future. Risk factors that may cause results to differ from projections include, without limitation, loss of suppliers, loss of customers, inadequate capital, competition, loss of key executives, declining prices, and other economic factors. The Company assumes no obligations to update these forward-looking statements to reflect actual results, changes in assumptions or changes in other factors affecting such statements. Investors should independently investigate and fully understand all risks before making investment decisions.

Contact:

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