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 10-Q, the quarterly report for the period ended March 31, 2010 filed on May 17, 2010 (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 Dr. Richard Man Fai LEE (Executive Chairman and Chief Executive Officer), Mr. Jeff Man Bun LEE and Mr. Tik Tung WONG, all of whom are executive Directors, Ms. Kam Har YUE, who is a non-executive Director, Mr. Boon Seng TAN, Mr. Ying Kwan CHEUNG and Mr. Peter Pi Tak YIN, all of whom are independent non-executive Directors.

Hong Kong, May 18, 2010

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

FORM 10-Q

☒ QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the quarterly period ended: March 31, 2010

or

☐ TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from ______________ to ______________

Commission File No. 333-120807

CHINA PREMIUM LIFESTYLE ENTERPRISE, INC.
(Exact name of Registrant as specified in its charter)

Nevada	**11-3718650**
(State or other jurisdiction of incorporation or organization)	(IRS Employer 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) 2954-2469
(Registrant's telephone number, including area code)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports) and (2) has been subject to such filing requirements for the past 90 days. Yes ☒ · No ☐

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes ☐ · No ☐

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, or a non-accelerated filer. (See the definitions of "accelerated filer" and "large accelerated filer" in Rule 12b-2 of the Exchange Act):

Large Accelerated Filer ☐	Accelerated Filer ☐	Non-Accelerated Filer ☐ (Do not check if a smaller reporting company.)	Smaller Reporting Company ☒

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes ☐ No ☒

The number of shares of Common Stock, $0.005 par value, outstanding as of the close of business on May 17, 2010 was 24,534,491.

CHINA PREMIUM LIFESTYLE ENTERPRISE, INC.

FORM 10-Q

FOR THE QUARTERLY PERIOD ENDED MARCH 31, 2010

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Explanatory Note

Pursuant to Item 10(f) of Regulation S-K promulgated under the Securities Act of 1933, as amended, except as otherwise indicated, we have elected to comply throughout this Quarterly Report on Form 10-Q with the scaled disclosure requirements applicable to "smaller reporting companies". In this Quarterly Report, unless otherwise stated or the context otherwise requires, the terms "we", "us", "our" and "the Company" refer to China Premium Lifestyle Enterprise, Inc. and our consolidated subsidiaries taken together as a whole.

PART I: FINANCIAL INFORMATION

Item 1. Financial Statements.

CHINA PREMIUM LIFESTYLE ENTERPRISE, INC. AND SUBSIDIARIES

CONDENSED CONSOLIDATED BALANCE SHEETS (UNAUDITED)

	March 31, 2010 (unaudited)	December 31, 2009
ASSETS		
Current assets:		
Cash and cash equivalents	$ 6,759,226	$ 3,982,214
Restricted cash	4,394,574	4,399,054
Trade receivables, net of provision	1,936,761	5,496,182
Inventory, net	21,241,609	18,124,145
Prepayments	297,613	282,631
Other current assets	4,678,817	4,161,493
Amounts due from affiliates	11,128,791	12,349,734
Total current assets	50,437,391	48,795,453
Property and equipment, net	4,057,023	4,378,155
Goodwill	39,657	39,700
TOTAL ASSETS	$ 54,534,071	$ 53,213,308
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current liabilities:		
Short-term borrowings	$ 10,936,138	$ 11,208,645
Bills payable	1,471,434	1,256,939
Trade payables	3,708,923	3,712,429
Deposits received	23,772,446	24,313,027
Other current liabilities	6,544,936	4,696,114
Amounts due to affiliates	4,199,238	4,177,612
Total current liabilities	50,633,115	49,364,766
Long-term borrowing	804,211	933,121
TOTAL LIABILITIES	51,437,326	50,297,887
Commitments and Contingencies		
Stockholders' equity		
Common stock		
Authorized: 100,000,000 common stock, par value $0.005		
Issued and outstanding: 24,534,491 shares as at March 31, 2010; (23,323,860 shares as at December 31, 2009)	122,672	116,619
Additional paid-in-capital	4,113,055	4,119,108
Accumulated other comprehensive income	248,142	244,371
Accumulated deficit	(6,483,411)	(6,428,091)
TOTAL CHINA PREMIUM LIFESTYLE ENTERPRISE, INC. STOCKHOLDERS' EQUITY	(1,999,542)	(1,947,993)
Noncontrolling interests	5,096,287	4,863,414
TOTAL EQUITY	3,096,745	2,915,421
TOTAL LIABILITIES AND EQUITY	$ 54,534,071	$ 53,213,308

The accompanying notes are an integral part of these condensed consolidated financial statements (unaudited).

CHINA PREMIUM LIFESTYLE ENTERPRISE, INC. AND SUBSIDIARIES

CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS (UNAUDITED)

	Three months ended March 31, 2010	Three months ended March 31, 2009
Sales:		
New and used vehicles	$ 21,644,308	$ 14,722,090
Parts and services and others	2,379,545	1,283,798
Fashion apparel and accessories	98	422,181
Net sales	24,023,951	16,428,069
Cost of sales:		
New and used vehicles	(19,928,366)	(14,076,177)
Parts and services and others	(185,258)	(185,807)
Fashion apparel and accessories	(582)	(412,404)
Total cost of sales	(20,114,206)	(14,674,388)
Gross profit:		
New and used vehicles	1,715,942	645,913
Parts and services and others	2,194,287	1,097,991
Fashion apparel and accessories	(484)	9,777
Total gross profit	3,909,745	1,753,681
Selling, general and administrative expenses	(4,279,437)	(4,670,091)
Operating loss	(369,692)	(2,916,410)
Other income (expenses)		
Interest expenses and other finance costs	(209,415)	(191,056)
Other income	741,043	426,678
Total other income (expenses)	531,628	235,622
Earnings / (loss) before income taxes	161,936	(2,680,788)
Provision for income taxes	9,162	-
Net earnings / (loss) including noncontrolling interests	171,098	(2,680,788)
Net earnings / (loss) attributable to:		
China Premium Lifestyle Enterprise, Inc common stockholders	(55,320)	(1,622,151)
Noncontrolling interests	226,418	(1,058,637)
	$ 171,098	$ (2,680,788)
Loss per share of common stock attributable to China Premium Lifestyle Enterprise, Inc common stockholders		
Basic	$ (0.0023)	$ (0.0695)
Diluted	$ (0.0023)	$ (0.0695)
Weighted average number of shares of common stock outstanding		

Basic	23,731,938	23,323,860
Diluted	23,731,938	23,323,860

The accompanying notes are an integral part of these condensed consolidated financial statements (unaudited).

CHINA PREMIUM LIFESTYLE ENTERPRISE, INC. AND SUBSIDIARIES

CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS (UNAUDITED)

	Three months ended March 31, 2010	Three months ended March 31, 2009
Operating activities:		
Net earnings / (loss) including noncontrolling interests	$ 171,098	$ (2,680,788)
Adjustments to reconcile net loss to net cash provided by operating activities		
Depreciation and amortization	361,182	268,393
Provision for bad debts written back	-	(1,014)
Provision for inventory	-	38,040
Other non-cash items	14,950	(2,651)
Changes in operating assets and liabilities:		
Trade receivables	3,559,421	9,310,661
Other current assets and prepayments	(532,306)	(365,906)
Inventory	(3,117,464)	(7,473,900)
Trade payables	(3,506)	(389,254)
Other current liabilities and deposits received	1,308,241	(1,825,930)
Net cash provided by / (used in) operating activities	1,761,616	(3,122,349)
Investing activities:		
Purchases of property and equipment	(44,731)	(258,581)
Decrease in restricted cash	4,480	(9,297)
Net cash used in investing activities	(40,251)	(267,878)
Financing activities:		
Advances from affiliates	1,242,569	1,298,724
Decrease in borrowings and bills payable	(186,922)	(655,187)
Net cash provided by financing activities	1,055,647	643,537
Increase / (decrease) in cash and cash equivalents	2,777,012	(2,746,690)
Cash and cash equivalents at beginning of the period	3,982,214	5,827,132
Cash and cash equivalents at end of the period	$ 6,759,226	$ 3,080,442
Supplemental disclosure of cash flows information:		
Cash paid for:		
Interest	$ 209,415	$ 191,056
Income taxes	-	-

The accompanying notes are an integral part of these condensed consolidated financial statements (unaudited).

CHINA PREMIUM LIFESTYLE ENTERPRISE, INC. AND SUBSIDIARIES

NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

NOTE 1. SUMMARY OF PRINCIPAL ACCOUNTING POLICIES

Basis of presentation

The condensed consolidated financial statements include the accounts of China Premium Lifestyle Enterprise, Inc. (the "Company") and its subsidiaries. The condensed consolidated financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America. All significant intercompany transactions and balances have been eliminated.

The condensed consolidated financial statements are unaudited and, in our opinion, include all adjustments, consisting of normal recurring adjustments and accruals necessary for a fair representation of our condensed consolidated balance sheets, operating results, and cash flows for the periods presented. Operating results for the periods presented are not necessarily indicative of the results that may be expected for 2010. Certain information and footnote disclosures normally included in financial statements prepared in accordance with accounting principles generally accepted in the United States of America have been condensed or omitted in accordance with the rules and regulations of the Securities and Exchange Commission (the "SEC"). The condensed consolidated financial statements should be read in conjunction with the audited consolidated financial statements and accompany notes included in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2009.

Use of estimates

The preparation of the condensed consolidated financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the condensed consolidated financial statements, and the reported amounts of revenue and expenses during the reporting periods. Management makes it best estimate of the outcome for these items based on historical trends and other information available when the condensed consolidated financial statements are prepared. Changes in estimates are recognized in accordance with the accounting principles for the estimate, which is typically in the period when new information becomes available to management. Management believes the most significant estimates affecting the condensed consolidated financial statements include provision for bad debts, provision for inventory write-off, and accounting for income taxes. Actual results could differ from those estimates.

Earnings (loss) per share

Basic earnings (loss) per share is computed by dividing net operating results for the reporting period attributable to common stockholders by the weighted average number of shares of common stock outstanding during the period. Diluted earnings per share is calculated by dividing net operating results for the reporting period attributable to common stockholders by the weighted average number of shares of common stock outstanding and the dilutive effect of common stock equivalents. The computation of diluted loss per share does not assume the dilutive effect of common stock equivalents as the effect of the common stock equivalents is antidilutive.

Segment reporting

The Company determines and classifies its operating segments in accordance with Accounting Standard Codification ("ASC") 280 Segment Reporting ("ASC 280"). The Company identifies and classifies its operating segments based on the nature of the products and services with similar economic characteristics. The Company's reportable segments are (i) motor vehicles retailing, which includes sales of new and used vehicles and provision of vehicle maintenance and repair services; and (ii) sales of vehicle parts and fashion apparel retailing, which includes sales of fashion apparel and accessories.

Fair value of financial instruments

The carrying amounts of the Company's financial instruments including cash and cash equivalents approximate fair value due to their high liquidity in actively quoted trading markets and their short maturities. The Company's trade receivables, trade payables and accrued liabilities approximate fair value due to their short maturities. The carrying amount of the short-term borrowings approximate fair value as this facility bears interest at a variable rate tied to the current market and has terms similar to other borrowing arrangements available to the Company.

ASC 820 Fair Value Measurements and Disclosures ("ASC 820") defines fair value as the price that would be received from selling an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. When determining the fair value measurements for assets and liabilities required to be recorded at fair value, the Company considers the principal or most advantageous market in which the Company would transact and consider assumptions that market participants would use when pricing the asset or liability, such as inherent risk, transfer restrictions, and risk of nonperformance. ASC 820 establishes a valuation hierarchy for disclosure of the inputs to valuation used to measure fair value. This hierarchy prioritizes the inputs into three broad levels as follows:

- Level 1: quoted prices (unadjusted) in active markets for identical assets or liabilities;
- Level 2: inputs other than quoted prices included within Level 1 that are either directly or indirectly observable; and
- Level 3: unobservable inputs in which little or no market activity exists, therefore requiring an entity to develop its own assumptions about the assumptions that market participants would use in pricing.

The classification of a financial asset or liability within the hierarchy is determined based on the lowest level input that is significant to the fair value measurement. The carrying amounts of the Company's financial instruments, including cash and cash equivalents, approximate fair value due to their high liquidity in actively quoted trading markets and their short maturities.

Reclassifications

Certain financial statement line items have been reclassified to conform to the current period presentation and have no impact on the previously reported consolidated net sales, operating results, or net financial position.

NOTE 2. CONCENTRATION OF RISK

Concentration of supplier risk

The Company relies on supplies from numerous vendors. For the three months ended March 31, 2010 and 2009, the Company had two vendors that each accounted for more than 10% of total supply purchases. If any of the vendors terminate their relationships with the Company or if the Company's supply from the vendors is interrupted or terminated for any reason, we may not have sufficient time to replace the supply of products from the remaining vendors. Any such interruption would negatively impact our ability to sell and distribute our products. However, the suppliers' concentration of credit risk does not pose any effect to the concentration of credit risk with respect to trade payables as the Company made the purchases through facilities provided by banks and financial institutions.

Concentration of risk due to geographic location

Our Company's business, assets and operations is currently focused on the sales of new and used vehicles, provision of vehicle maintenance and repair services, and sales of vehicle parts in Hong Kong and is currently expanding its operations to People Republic of China ("PRC"), and accordingly, is affected to a significant degree by any economic, political and legal developments in Hong Kong and PRC.

NOTE 3. RECENT ACCOUNTING PRONOUNCEMENTS

(a) Recent accounting pronouncements adopted

(i) In June 2009, the FASB issued Statement No. 167, "Amendments to FASB Interpretation No. 46(R)". Statement No. 167 amends FASB Interpretation No. 46 ("FIN 46") (revised December 2003), "Consolidation of Variable Interest entities" ("FIN 46R") to require an analysis to determine whether a variable interest gives the entity a controlling financial interest in a variable interest entity. This statement requires an ongoing reassessment and eliminates the quantitative approach previously required for determining whether an entity is the primary beneficiary. Statement No. 167 is effective for our fiscal year beginning January 1, 2010. The Company adopted Statement No. 167 on January 1, 2010 and the adoption did not have a material impact on its financial position, cash flows and results of operations.

(ii) In June 2009, the FASB issued Statement No. 166, "Accounting for Transfers of Financial Assets". Statement No. 166 removes the concept of a qualifying special-purpose entity from Statement No. 140, "Accounting for Transfers and Servicing of Financial Assets and Extinguishments of Liabilities" and removes the exception from applying FIN 46R. This statement also clarifies the requirements for isolation and limitations on portions of financial assets that are eligible for sale accounting. Statement No. 166 is effective for our fiscal year beginning January 1, 2010. The Company adopted Statement No. 166 on January 1, 2010 and the adoption did not have a material impact on its financial position, cash flows and results of operations.

(iii) In August 2009, the FASB issued ASU No. 2009-05, Measuring Liabilities at Fair Value, which provides additional guidance on how companies should measure liabilities at fair value under ASC 820. The ASU clarifies that the quoted price for an identical liability should be used. However, if such information is not available, an entity may use, the quoted price of an identical liability when traded as an asset, quoted prices for similar liabilities or similar liabilities traded as assets, or another valuation technique (such as the market or income approach). The ASU also indicates that the fair value of a liability is not adjusted to reflect the impact of contractual restrictions that prevent its transfer and indicates circumstances in which quoted prices for an identical liability or quoted price for an identical liability traded as an asset may be considered level 1 fair value measurements. For the Company, this ASU is effective October 1, 2009. The Company adopted ASU No. 2009-05 on January 1, 2010 and the adoption did not have a material impact on its financial position, cash flows and results of operations.

(iv) In September 2009, the FASB issued Accounting Standards Update ("ASU") No. 2009-12, *Investments in Certain Entities That Calculate Net Asset Value per Share (or its Equivalent)* ("ASU 2009-12") which amends FASB ASC Topic *Fair Value Measurements and Disclosures* . ASU 2009-12 provides additional guidance on estimating the fair value of certain alternative investments, such as hedge funds, private equity investments and venture capital funds. The updated guidance allows the fair value of such investments to be determined using the net asset value ("NAV") as a practical expedient, unless it is probable the investment will be sold at a value other than the NAV. In addition, the guidance requires disclosures by major category of investment regarding the attributes of the investments within the scope of the guidance, regardless of whether the fair value of the investment is measured using the NAV or other fair value technique. ASU 2009-12 shall be effective for interim and annual periods ending after December 15, 2009. Early application is permitted in financial statements for earlier interim and annual periods that have not been issued. If an entity elects to early adopt the measurement amendments in this update, the entity is permitted to defer the adoption of the disclosure provisions until periods ending after December 15, 2009. The Company adopted ASU 2009-12 on January 1, 2010 and the adoption did not have a material impact on its financial position, cash flows and results of operations.

(b) Recent accounting pronouncements not yet effective

(i) In October 2009, the FASB issued ASU No. 2009-13, Multiple-Deliverable Revenue Arrangements—a consensus of the FASB Emerging Issues Task Force, that provides amendments to the criteria for separating consideration in multiple-deliverable arrangements. As a result of these amendments, multiple-deliverable revenue arrangements will be separated in more circumstances than under existing U.S. GAAP. The ASU does this by establishing a selling price hierarchy for determining the selling price of a deliverable. The selling price used for each deliverable will be based on vendor-specific objective evidence if available, third-party evidence if vendor-specific objective evidence is not available, or estimated selling price if neither vendor-specific objective evidence nor third-party evidence is available. A vendor will be required to determine its best estimate of selling price in a manner that is consistent with that used to determine the price to sell the deliverable on a standalone basis. This ASU also eliminates the residual method of allocation and will require that arrangement consideration be allocated at the inception of the arrangement to all deliverables using the relative selling price method, which allocates any discount in the overall arrangement proportionally to each deliverable based on its relative selling price. Expanded disclosures of qualitative and quantitative information regarding application of the multiple-deliverable revenue arrangement guidance are also required under the ASU. The ASU does not apply to arrangements for which industry specific allocation and measurement guidance exists, such as long-term construction contracts and software transactions. For the Company, ASU No. 2009-13 is effective beginning January 1, 2011. The Company may elect to adopt the provisions prospectively to new or materially modified arrangements beginning on the effective date or retrospectively for all periods presented. The Company is currently evaluating the impact of this standard, but would not expect it to have a material impact on the Company's consolidated results of operations or financial condition.

(ii) In January 2010, the FASB issued ASU No. 2010-6, Improving Disclosures About Fair Value Measurements, that amends existing disclosure requirements under ASC 820 by adding required disclosures about items transferring into and out of levels 1 and 2 in the fair value hierarchy; adding separate disclosures about purchase, sales, issuances, and settlements relative to level 3 measurements; and clarifying, among other things, the existing fair value disclosures about the level of disaggregation. For the Company, this ASU is effective for the first quarter of 2010, except for the requirement to provide level 3 activity of purchases, sales, issuances, and settlements on a gross basis, which is effective beginning the first quarter of 2011. Since this standard impacts disclosure requirements only, its adoption will not have a material impact on the Company's consolidated results of operations or financial condition.

Other recent accounting pronouncements issued by the FASB (including its Emerging Issues Task Force ("EITF")), the American Institute of Certified Public Accountants ("AICPA"), and the SEC did not or are not believed by management to have a material impact on the Company's present or future financial statements.

NOTE 4. LOSS PER SHARE

The computation of basic and diluted loss per share is as follows for the three months ended March 31:

	Three months ended March 31, 2010	Three months ended March 31, 2009
Numerator:		
Net loss attributable to China Premium Lifestyle Enterprise, Inc common stockholders	$ (55,320)	$ (1,622,151)
Denominator:		
Weighted average common stock outstanding	23,731,938	23,323,860
Basic net loss per share	$ (0.0023)	$ (0.0695)
Diluted net loss per share	$ (0.0023)	$ (0.0695)

NOTE 5. INVENTORY, NET

Inventory by major categories are summarized as follows:

	March 31, 2010	December 31, 2009
New vehicles	$ 13,126,660	$ 10,237,561
Used vehicles	5,436,544	5,127,326
Parts, accessories and others	2,678,405	2,759,258
	$ 21,241,609	$ 18,124,145

Vehicles included in inventory of $4,424,541 and $4,956,258 were pledged to secure the stocking loan and other loans outstanding as of March 31, 2010 and December 31, 2009, respectively (See Note 6).

NOTE 6. BORROWINGS

The Company's borrowings are summarized as follows:

	March 31, 2010	December 31, 2009
Bank borrowings	$ 4,725,351	$ 5,081,938
Stocking loans	5,710,246	5,374,489
Unsecured bank borrowings	1,304,752	1,427,477
Other loans	-	257,862
	11,740,349	12,141,766
Bank borrowings due after one year	(804,211)	(933,121)
Short-term borrowings	$ 10,936,138	$ 11,208,645

Vehicles included in inventory of $4,424,541 and $4,956,258 were pledged to secure the stocking loan and other loan outstanding as of March 31, 2010 and December 31, 2009, respectively.

NOTE 7. OTHER CURRENT LIABILITIES

Other current liabilities by major categories are summarized as follows:

	March 31, 2010	December 31, 2009
Accruals	$ 810,275	$ 1,150,702
Other payables	5,734,661	3,545,412
	$ 6,544,936	$ 4,696,114

Other payables mainly consist of first registration tax on motor vehicles sold. First registration tax is applicable to new motor vehicles sold in Hong Kong and is computed on a progressive rate based on the gross selling price of the new motor vehicles.

NOTE 8. STOCKHOLDERS' EQUITY

General

The Company's total authorized capital at March 31, 2010, is 100,000,000 shares of common stock, par value $0.005. At March 31, 2010, 24,534,491 shares of common stock were issued and outstanding.

Background

In September 2006, the Company closed the transactions contemplated by that certain Share Exchange Agreement, dated July 15, 2006, by and among the Company, Fred De Luca, Corich Enterprises, Inc., a British Virgin Islands corporation, Herbert Adamczyk and Technorient Limited, a Hong Kong corporation (the "Share Exchange Agreement"). Pursuant to the terms of the Share Exchange Agreement, the Company issued an aggregate of 972,728 shares (the "Exchange Shares") of Series A Convertible Preferred Stock in exchange for shares of the capital stock of Technorient.

In connection with the Share Exchange Agreement and prior to its closing, the Company entered into a consulting agreement dated July 15, 2006 with Happy Emerald Ltd. ("HEL") pursuant to which the Company issued to HEL 561,245 shares (the "HEL Shares") of Series A Convertible Preferred Stock in exchange for certain future services to be performed by HEL after the closing of the Share Exchange Agreement.

In December 2006, the Company authorized the delivery of 65,454 shares (the “Bern Noble Shares”) of the HEL Shares to Bern Noble, Ltd. (“Bern Noble”) for consulting services rendered by Bern Noble to us in connection with the Share Exchange Agreement. In March 2007, Bern Noble converted the Bern Noble Shares into 1,210,631 shares of common stock.

The following actions were also taken:

- on April 7, 2006, prior management filed an amendment to the Company’s Articles of Incorporation purporting to create a class of 100,000,000 shares of “blank check” preferred stock (the “Preferred Stock Amendment”);

- on August 16, 2006, prior management filed an amendment to the Company’s Articles of Incorporation purporting to designate 2,000,000 shares of the “blank check” preferred stock as “Series A Convertible Preferred Stock” (the “Certificate of Designation”); and

- on December 18, 2006, an amendment to the Company’s Articles of Incorporation was filed by the Company purporting to increase the number of shares of authorized common stock from 100,000,000 shares to 400,000,000 shares (the “Common Stock Amendment”).

On December 19, 2008, the Company filed an action in the United States District Court for the Central District of California (the “Federal Court Action”), for fraud, breach of fiduciary duty, breach of contract and conversion against HEL, certain members of prior management, including Fred De Luca, Charles Miseroy, Robert G. Pautsch and Federico Cabo, and certain other defendants. In the Federal Court Action, the Company alleged that:

- HEL had never performed any services under the consulting agreement; and

- the defendants, including the members of prior management, had (1) fraudulently obtained certificates for 495,596 shares of the Series A Convertible Preferred Stock, (2) improperly attempted to transfer the shares among themselves and their affiliates, (3) improperly converted 247,798 of the shares into 4,569,619 shares of common stock, and (4) sought to have the restrictive legend removed from the resulting shares of common stock.

During the pendency of the Federal Court Action, the Company’s legal advisors discovered and advised the Company that the Preferred Stock Amendment, the Certificate of Designation and the Common Stock Amendment had not been properly authorized. Specifically:

- each of the Preferred Stock Amendment and the Common Stock Amendment was approved by the written consent of a majority of the Company’s then-stockholders, whereas the Company’s By-Laws require stockholder actions by written consent to be approved unanimously; and

- at the time of the filing of the Certificate of Designation with the Nevada Secretary of State, the Articles of Incorporation did not authorize the Board of Directors to designate the rights, preferences and privileges of any “blank check” preferred stock.

The Company was advised that the Preferred Stock Amendment, the Certificate of Designation and the Common Stock Amendment were invalid and of no force or effect. Further, the Company was advised that it had never been authorized to issue any shares of any class or series of preferred stock, including the Exchange Shares, the Bern Noble Shares and the HEL Shares, and that any shares of common stock underlying such shares would also not have been authorized. In addition, the Company was advised that it was never authorized to issue any shares of common stock in excess of 100,000,000 shares.

Upon learning of the invalidity of the Preferred Stock Amendment, the Certificate of Designation and the Common Stock Amendment:

- current management took action to correct any potential defect in the transactions contemplated to acquire the shares of Technorient under the Share Exchange Agreement. On May 5, 2009, the Company entered into a reformation ("Reformation") of the Share Exchange Agreement pursuant to which 17,937,977 shares of common stock (on a post-Reverse Stock Split basis) underlying the Exchange Shares were agreed to have been issued in lieu of the Exchange Shares themselves. Pursuant to the Reformation, an aggregate of 14,400,000 shares of the Company's common stock were deemed to have been issued on the closing date of the Share Exchange Agreement, and upon the effectiveness of and giving effect to the Reverse Stock Split on December 7, 2007, an aggregate of 3,537,977 additional shares of common stock were deemed to have been issued; and

- the Company amended its complaint in the Federal Court Action to allege that all of the disputed shares (the HEL Shares and, derivatively, the Bern Noble Shares), were void and subject to cancellation. Because of the uncertainty of the outcome of the Federal Court Action, however, the Company determined not to make any changes with respect to such shares on its financial statements until the pending litigation was finally resolved through a judgment in or settlement of the Federal Court Action.

On March 1, 2010, the Company settled the Federal Court Action. Under the terms of the settlement, the defendants returned to the Company for cancellation certificates representing all of the disputed shares, including 247,798 shares of the Series A Convertible Preferred Stock and 4,569,619 shares of common stock.

Further, in connection with the settlement, Bern Noble agreed to return to us for cancellation the 1,210,631 shares of common stock that had originally been derived from the HEL Shares. We also agreed to replace the Bern Noble Shares with an equal number of new shares of common stock in consideration of services rendered to the Company in 2006 in connection with the closing of the Share Exchange Agreement. The Company is delivering the shares in nine monthly instalments commencing in March 2010.

NOTE 9. COMMITMENTS AND CONTINGENT LIABILITIES

Litigation, Claims and Assessments

This Note should be read in conjunction with Note 8.

Settlement of Federal Court Action

On December 19, 2008, the Company filed an action, styled *China Premium Lifestyle Enterprise, Inc. v. Happy Emerald Limited, et al.* , in the United States District Court, Central District of California, Case No. SACV08-1439 (the "Federal Court Action"), asserting claims for Securities Fraud, Breach of Contract, Fraud, Conversion, Unjust Enrichment, Constructive Trust, Breach of Fiduciary Duty and Declaratory Relief. The Company named Happy Emerald Ltd., a purported British Virgin Islands corporate entity ("HEL"), Global Premium Brands Co., Inc., a defunct California corporation, Global Premium Brands Co., Inc., a Nevada corporation, Fred De Luca, Charles Miseroy, Delia Rodriguez, Robert G. Pautsch, Richard Cabo, Federico Cabo, Bern Noble Ltd., a Nevada corporation and C&H Capital, Inc., a Georgia corporation, as defendants (collectively, the "Defendants").

Effective March 1, 2010, the Company settled the Federal Court Action. Under the terms of the settlement: (1) certain Defendants returned to the Company for cancellation 247,798 shares of purported preferred stock and 4,569,619 shares of common stock; (2) Mr. De Luca, a member of the Company's board of directors and a defendant in the action, resigned from the board of directors effective March 1, 2010; (3) the parties executed a mutual release; and (4) the Company dismissed the action with prejudice.

In December 2006, the Company had delivered 65,454 shares of purported preferred stock to Bern Noble, for consulting services rendered in connection with the Exchange. In March 2007, Bern Noble converted such shares into 1,210,631 shares of common stock. As previously disclosed in the Company's Current Report on Form 8-K, filed on May 11, 2009, the Company later determined that it was never authorized to issue any shares of preferred stock.

In the settlement, Bern Noble agreed to return to us for cancellation the 1,210,631 shares of common stock (which were derived from unauthorized shares of preferred stock), and the Company agreed to issue Bern Noble an equal number of new shares of common stock in consideration of the services previously rendered to the Company in 2006. The Company is delivering the new shares in nine monthly installments, commencing on March 15, 2010.

Addison-Davis Litigation

On or about December 1, 2009, the Company was made aware that it was named as a co-defendant in a state court action, *Addison-Davis Diagnostics, Inc. v. Edward W. Withrow, III, et al.* , California Superior Court, Ventura County, Case No. 56-2009-00361702-CU-FR-VTA. The Company was formally served in the action on April 28, 2010. In the action, the plaintiff, which is our former parent company, alleges that the plaintiff's former chief executive officer, with the assistance of certain other third parties, engaged in multiple fraudulent transactions involving the plaintiff and the plaintiff's securities between 2004 and 2006. As a result of such alleged conduct, the plaintiff alleges that the plaintiff's former chief executive officer was able to fraudulently obtain shares of the plaintiff's common stock and certain of the plaintiff's assets. The plaintiff alleges that as a result of the alleged conduct, the plaintiff was forced to seek bankruptcy protection in September, 2006. The plaintiff named the Company as a co-defendant in four of the thirteen causes of action in the complaint (plaintiff's claims for conversion, constructive trust, unjust enrichment and accounting).

Although the Company was formally served with the complaint on April 28, 2010, at a hearing held on May 14, 2010, the court ruled that certain parties' motions to dismiss the complaint were granted. The court gave plaintiff 30 days to amend its complaint. The Company's obligation to file a response has been suspended until 30 days after being served with an amended complaint. The Company denies any alleged wrongdoing in connection with the claims asserted in the action and will vigorously defend those claims. The Company is unable to evaluate the likelihood of an outcome, favorable or unfavorable, at this time or to estimate the amount or range of a possible loss. However, an adverse result in this proceeding could have a material adverse effect on the Company's operations

From time to time the Company may be involved in various disputes and litigation matters arising in the normal course of business. It is the Company's belief that the resolution of these matters will not have a material adverse effect on its financial position or results of operations, however, management cannot provide assurance that damages that result in a material adverse effect on its financial position or results of operations will not be imposed in these matters. The Company accounts for contingent liabilities when it is probable that future expenditures will be made and such expenditures can be reasonably estimated.

Operating Lease Commitments

The Company leases its dealership facilities, service center facilities and office space under non-cancellable operating leases in Hong Kong and PRC. Minimum future rental payments required under non-cancellable operating leases in effect as of March 31, 2010 are as follows:

2010	$	3,563,723
2011		2,241,693
2012		1,918,387
2013		1,821,298
2014		1,633,996
Later years		5,991,318
	$	17,170,415

Rent expense for the three months ended March 31, 2010 and 2009 was $791,507 and $1,124,854, respectively.

Employment Agreements

The Company maintains employment agreements with its executives which extend through 2010. The agreements provide for a base salary, annual bonus to be determined by the Board of Directors, termination payments, and other terms and conditions of employment. In addition, the Company maintains employment agreements with other key employees with similar terms and conditions. As of March 31, 2010, committed compensation to the executives and other key employees totaling approximately $42,058 (December 31, 2009: $261,792) remain in effect.

NOTE 10. COMPREHENSIVE INCOME INFORMATION

(a) The Company's comprehensive income is comprised of net operating results and translation adjustments. Comprehensive income for the three months ended March 31 are as follows:

	China Premium Lifestyle Enterprise, Inc common stockholders							
		Accumulated deficit		Accumulated other comprehensive income		Noncontrolling interests		Total
At January 1, 2010	$	(6,428,091)	$	244,371	$	4,863,414	$	(1,320,306)
Net loss		(55,320)		-		226,418		171,098
Translation adjustments		-		3,771		6,455		10,226
At March 31, 2010	$	(6,483,411)	$	248,142	$	5,096,287	$	(1,138,982)

	China Premium Lifestyle Enterprise, Inc common stockholders							
		Accumulated deficit		Accumulated other comprehensive income		Noncontrolling interests		Total
At January 1, 2009	$	(695,446)	$	247,279	$	7,104,333	$	6,656,166
Net loss		(1,622,151)		-		(1,058,637)		(2,680,788)
Translation adjustments		-		(1,214)		-		(1,214)
At March 31, 2009	$	(2,317,597)	$	246,065	$	6,045,696	$	3,974,164

(b) Condensed consolidated statement of comprehensive income (loss)

	Three months ended March 31, 2010	Three months ended March 31, 2009
Net earnings / (loss) including noncontrolling interest	$ 171,098	$ (2,680,788)
Other comprehensive income, net of tax:		
Translation adjustments	10,226	(1,214)
Comprehensive earnings / (loss) including noncontrolling interest	181,324	(2,682,002)
Comprehensive loss / (income) attributable to noncontrolling interest:		
Net (income) / loss	(226,418)	1,058,637
Translation adjustments	(6,455)	-
Comprehensive loss attributable to China Premium Lifestyle Enterprise, Inc common stockholders	$ (51,549)	$ (1,623,365)

NOTE 11. BUSINESS SEGMENTS AND GEOGRAPHICAL INFORMATION

Business Segments

The Company operates in two business segments: Vehicles and Fashion Apparel. The Company's reporting segments are strategic business units that offer different products and services. They are managed separately based on the fundamental differences in their operations.

The Vehicles segment consists primarily of the group of companies doing business as Auto Italia Limited, Nanjing Auto Italia Car Trading Co., Limited and Dalian Auto Italia Car Trading Co., Limited. The Vehicle segment includes sales of new and used vehicles, provision of vehicle maintenance and repair services, and sales of vehicle parts.

The Fashion Apparel segment consists primarily of CPMM (Asia) Limited. The Fashion Apparel segment provides wholesale and retailing of fashion apparel.

Information by industry segment is set forth below for the three months ended March 31:

Three months ended March 31, 2010	**Vehicles**	**Fashion Apparel**	**Corporate**	**Elimination**	**Consolidated**
Sales					
External sales	$ 24,023,853	$ 98	$ -	$ -	$ 24,023,951
Inter-segment sales	-	-	-	-	-
Net sales	24,023,853	$ 98	-	-	24,023,951
Results					
Operating loss	(96,264)	(2,589)	(270,839)	-	(369,692)
Interest revenue	2,771	-	-	-	2,771
Interest expense	(209,415)	-	-	-	(209,415)
Other income	737,703	569	-	-	738,272
Earnings before income taxes					161,936
Provision for income tax	9,162	-	-	-	9,162
Net earnings					171 ,098

Three months ended March 31 , 200 9	Vehicles	Fashion Apparel	Corporate	Elimination	Consolidated
Sales					
External sales	$ 16,005,888	$ 422,181	$ -	$ -	$ 16,428,069
Inter-segment sales	21,346	-	-	(21,346)	-
Net sales	16,0 27,234	$ 422,181	-	(21,346)	16,428,069
Results					
Operating loss	(2,142,804)	(348,604)	(423,792)	(1,210)	(2,916,410)
Interest revenue	12,513	-	-	-	12,513
Interest expense	(185,095)	(5,961)	-	-	(191,056)
Other income	388,053	26,112	-	-	414,165
Loss before income taxes					(2,680,788)
Provision for income tax	-	-	-	-	-
Net loss					(2,680,788)

	Vehicles	Fashion Apparel	Corporate	Consolidated
2010				
Total assets	$ 54,425,332	$ 108,022	$ 717	$ 54,534,071
Depreciation and amortization	361,182	-	-	361,182
Net capital expenditures	44,731	-	-	44,731
2009				
Total assets	$ 49,467,298	$ 1,875,142	$ 488	$ 51,342,928
Depreciation and amortization	251,959	16,434	-	268,393
Net capital expenditures	258,581	-	-	258,581

Geographic Information:

No geographic segment information is provided as the Company only has one geographical segment. The Company's reportable business segments are Vehicle and Fashion Apparel, which operations are located in the PRC (including Hong Kong and Macau). Sales were predominately made to customers located in the PRC (including Hong Kong and Macau).

NOTE 12. RELATED PARTY TRANSACTIONS

The following is a summary of significant transactions among certain related parties and the Company during the three months ended March 31:

	Notes	Three months ended March 31, 2010	2009
Sales to:			
- Affiliates	(a)	$ 7,003	$ 1,430
Purchases from:			
- Affiliates	(a)	-	-
Interest received from:			
- Affiliates	(b)	-	154,196
Management fee paid to:			
- Affiliates	(c)	90,374	103,668
Management fee received from:			
- Affiliates	(c)	-	46,435
Service cost charged by:			
- Affiliates	(c)	-	420
Rental income received from:			
- Affiliates	(c)	-	38,696
Rental paid to:			
- Affiliate	(c)	-	4,113
Building management fee paid to:			
- Affiliate	(c)	-	851
Warehouse expenses paid to:			
- Affiliate	(c)	-	5,553

Notes:

(a) The transactions were carried out at market price or, where no market price was available, at cost plus a percentage profit mark-up.

(b) The loan advance to an affiliate is unsecured, interest free (2009: bearing interest at 5.5% per annum) and repayable on demand.

(c) The transactions were carried out at terms agreed between both parties.

NOTE 13. SUBSEQUENT EVENTS

We have performed an evaluation of subsequent events through May 17, 2010, which is the date the financial statements were issued.

Restatement

On April 20, 2010, the Company's management concluded that the Company's audited financial statements for the years ended December 31, 2006, 2007 and 2008, and its unaudited interim financial statements for the periods ended March 31, 2006 through September 30, 2009, should not be relied upon and should be restated primarily because certain corporate actions taken by the Company's prior management and majority shareholders were approved in a manner that contravened our bylaws and resulted in the invalid issuance of shares of our capital stock. These various matters made the financial statements inaccurate in connection with, among other things, the effect of the share exchange transaction among the Company, Fred De Luca, Corich Enterprises, Inc., a British Virgin Islands corporation, Herbert Adamczyk and Technorient Limited, a Hong Kong corporation, that closed on September 5, 2006.

Upon further analysis, on May 14, 2010, the Company's management concluded that reliance on the Company's unaudited interim financial statements for the period ended March 31, 2006 should not have been withdrawn and that no restatements should be made to the financial statements for such period. However, management concluded that certain notes in the Company's unaudited interim financial statements included in the quarterly report on Form 10-QSB for the period ended March 31, 2006 needed to be amended. In addition, management concluded that certain notes in the Company's audited financial statements included in the annual report on Form 10-KSB for our former fiscal year ended June 30, 2006 also needed to be amended.

Certificates of Correction to Articles of Incorporation

On April 29, 2010, the Company filed four (4) Certificates of Correction with the Nevada Secretary of State to correct certain items in its Articles of Incorporation. Each Certificate of Correction corrects a separate filing made with the Nevada Secretary of State.

The first Certificate of Correction corrects the Certificate of Amendment that was filed with the Nevada Secretary of State on April 7, 2006. The Certificate of Amendment, as originally filed, provided that the total number of shares we were authorized to issue was 200,000,000 shares, comprised of 100,000,000 shares of common stock, par value $0.001, and 100,000,000 shares of preferred stock, par value $0.001. The Certificate of Amendment purported to amend the Company's original Articles of Incorporation, as filed with the Nevada Secretary of State on April 19, 2004, which provided that the total number of shares the Company was authorized to issue was 100,000,000 shares of common stock, par value $0.001. As discussed in its prior filings with the Securities and Exchange Commission (the "SEC"), the Company determined that the Certificate of Amendment was invalid and of no force or effect because the Certificate of Amendment was approved by a majority of its stockholders acting by written consent in contravention of Article II, Section 10 of the Company's By-Laws, which requires that actions taken by written consent of the stockholders be unanimous. As a result, the Company determined that it has never been authorized to issue any shares of any class or series of preferred stock. Based on this determination, the total number of shares that the Company was authorized to issue, as stated in the Certificate of Amendment, was inaccurate. The first Certificate of Correction corrects the inaccuracy by providing that the total number of shares the Company was authorized to issue as of April 7, 2006 was 100,000,000 shares of common stock, par value $0.001.

The second Certificate of Correction corrects the Certificate of Designation that was filed with the Nevada Secretary of State on August 16, 2006. The Certificate of Designation, as originally filed, provided that 2,000,000 shares of the Company's purported class of 100,000,000 shares of "blank check" preferred stock were designated as "Series A Convertible Preferred Stock." As discussed in prior filings with the SEC, the Company determined that the Certificate of Designation is invalid and of no force and effect because, at the time of the filing of the Certificate of Designation, the Company's Articles of Incorporation did not authorize the issuance of any shares of any class or series of preferred stock or authorize the Board of Directors to designate the rights, preferences and privileges of any shares of any purported class of "blank check" preferred stock. As a result, the Company determined that the Certificate of Designation should not have been filed and that the total number of shares the Company was authorized to issue, as stated in the Certificate of Designation, was inaccurate. The second Certificate of Correction corrects the inaccuracy by providing that the Certificate of Designation should not have been filed and that the total number of shares the Company was authorized to issue as of August 16, 2006 was 100,000,000 shares of common stock, par value $0.001.

The third Certificate of Correction corrects the Certificate of Amendment that was filed with the Nevada Secretary of State on December 18, 2006. The Certificate of Amendment, as originally filed, provided that the total number of shares the Company was authorized to issue was 500,000,000 shares, comprised of 400,000,000 shares of common stock, par value $0.001, and 100,000,000 shares of preferred stock, par value $0.001. Further, as discussed in prior filings with the SEC, the Company also determined that the Certificate of Amendment, dated December 18, 2006, is invalid and of no force or effect because the Certificate of Amendment was approved by a majority of its stockholders acting by written consent in contravention of Article II, Section 10 of the Company's By-Laws, which requires that actions taken by written consent of the stockholders be unanimous. As a result, the Company determined that it has never been authorized to issue any shares of any class or series of preferred stock or any shares of common stock in excess of 100,000,000 shares. Based on that determination, the total number of shares which the Company was authorized to issue, as stated in the Certificate of Amendment, dated December 18, 2006, was inaccurate. The third Certificate of Correction corrects the inaccuracy by providing that the total number of shares the Company was authorized to issue as of December 18, 2006 was 100,000,000 shares of common stock, par value $0.001.

The fourth Certificate of Correction corrects the Certificate of Change Pursuant to NRS 78.209 that was filed with the Nevada Secretary of State on December 7, 2007. The Certificate of Change, as originally filed: (i) effected a reverse stock split pursuant to which each five (5) shares of common stock, par value $0.001, then outstanding were automatically converted into one (1) share of common stock, par value $0.005; and (ii) provided that no changes were made in the number of the Company's authorized shares. As a result, the Certificate of Change incorrectly provided that the total number of shares the Company was authorized to issue was 500,000,000 shares, comprised of 400,000,000 shares of common stock, par value $0.005, and 100,000,000 shares of preferred stock, par value $0.001. As discussed above, the Company determined that the Certificates of Amendment, dated April 7 and December 18, 2006, were invalid and of no force or effect and that, as a result, the Company was never authorized to issue any shares of any class or series of preferred stock or any shares of common stock in excess of 100,000,000 shares. Based on that determination, the total number of shares which the Company was authorized to issue, as stated in the Certificate of Change, was inaccurate. However, the authorization of the reverse stock split and the change of the par value of the common stock from $0.001 to $0.005 was validly effected by the vote of the majority of the Company's stockholders at its Annual Meeting of Stockholders on December 7, 2007. The fourth Certificate of Correction corrects the inaccuracy by providing that the total number of shares the Company is currently authorized to issue is 100,000,000 shares of common stock, par value $0.005.

End of condensed consolidated financial statements.

Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations.

FORWARD-LOOKING STATEMENTS

The following discussion of our financial condition and results of operations should be read in conjunction with the consolidated financial statements and related notes thereto. The following discussion contains forward-looking statements. The words or phrases "would be," "will allow," "intends to," "will likely result," "are expected to," "will continue," "is anticipated," "estimate," "project," "believe," "plan," "intend" or similar expressions are intended to identify "forward-looking statements." Such statements include those concerning expected financial performance, corporate strategy, and operational plans. Actual results could differ materially from those projected in the forward-looking statements as a result of a number of risks and uncertainties, including: (a) general economic conditions in Hong Kong, Macau and China; (b) regulatory factors in Hong Kong, Macau and China that may lead to additional costs or otherwise negatively affect our business; (c) whether we are able to manage our planned growth efficiently, including whether our management will be able to: (i) identify, hire, train, retain, motivate and manage required personnel or (ii) successfully manage and exploit existing and potential market opportunities; (d) whether we are able to generate sufficient revenues or obtain financing to sustain and grow our operations; (e) whether we are able to successfully fulfill our primary cash requirements which are explained below under "Liquidity and Capital Resources"; and (f) whether worldwide economic conditions will negatively affect the automobile retail industry in Hong Kong, Macau and China. Statements made herein are as of the date of the filing of this Form 10-Q with the United States Securities and Exchange Commission and should not be relied upon as of any subsequent date. Unless otherwise required by applicable law, we do not undertake, and we specifically disclaim any obligation, to update any forward-looking statements to reflect occurrences, developments, unanticipated events or circumstances after the date of such statement.

COMPANY OVERVIEW

China Premium Lifestyle Enterprise, Inc. is in the business of the importation, distribution and sales of premium brand luxury products in the Hong Kong Special Administrative Region ("Hong Kong"), the Macau Special Administrative Region, ("Macau"), and in the People's Republic of China, (which for the purpose of this report excludes Hong Kong, Macau and Taiwan, and hereinafter "China"). Currently, the Company's main business is its ownership interest in Technorient Limited, a Hong Kong corporation ("Technorient"). The business of the subsidiaries of Technorient Limited consists mainly of importation, distribution, and after-sales service of Italian "Ferrari" and "Maserati" branded cars and spare parts in Hong Kong, Macau and China. During 2008, through its wholly-owned subsidiary, CPMM (Asia) Limited (f/k/a Leader Mount Limited), a Hong Kong corporation ("CPMM Asia"), the Company implemented its plan to import, distribute and sell premium brand apparel in Hong Kong, Macau, China and Taiwan.

THE BUSINESS OF TECHNORIENT

The Company's main business is its 49% ownership interest in Technorient. Technorient is a corporation formed in Hong Kong on March 8, 1983. Technorient is the parent company of Auto Italia Limited ("Auto Italia"), German Motors Limited ("German Motors"), Italian Motors (Sales & Service) ("Italian Motors"), Italian Motors (Sales & Service) Limited ("IML") and King Express Group Limited ("King Express"). Collectively, Auto Italia, Italian Motors, IML, German Motors and King Express are hereafter referred to as the "Technorient Group". Originally founded in 1974 as German Motors, Technorient has served as the holding company for Auto Italia, IML and German Motors since 1985. IML was appointed sole Ferrari importer and distributor for Hong Kong and Macau in 1992 (and exclusive importer for China between 1994 and 2004), and Auto Italia was appointed importer and distributor for Maserati in 1996, having been a dealer for the brand since 1994. In 2003, IML transferred its entire car trading business to Auto Italia, which in turn set up a new subdivision, Italian Motors, to continue the business. On April 24, 2008, Auto Italia formed a wholly-owned subsidiary named Success Master Holdings Limited, in Hong Kong. This new entity currently does not have any operations. On August 7, 2008, IML formed a wholly owned subsidiary named Nanjing Auto Italia Car Trading Co., Ltd. in China to engage in the distribution of Ferrari and Maserati cars in Nanjing.

IML is a 1% equity holder in Ferrari Maserati Cars International Trading (Shanghai) Co. Ltd., an equity joint venture company created with Ferrari S.p.A. and the Beijing-based Poly Investment Group in 2004 to handle sales, marketing and distribution of Maserati and Ferrari in China. We refer to Ferrari Maserati Cars International Trading (Shanghai) Co. Ltd. as the "Shanghai JV". The Shanghai JV is building a network of dealerships for Ferrari and Maserati in China.

Auto Italia and Italian Motors operate from eight locations in Hong Kong and China, incorporating sales, spare parts, service and body and paint shop facilities for Ferrari and Maserati. Management believes that the group has a well-established customer base comprised of high net worth individuals in Hong Kong and China and enjoys through its sales performance and reputation for first class facilities and customer service, and excellent relationship with senior management of both Ferrari S.p.A. and Maserati S.p.A.

Management of Technorient views the rapid development of the consumer market in China, particularly the market for luxury products, as an opportunity to leverage the Company's existing high net worth customer base and reputation to develop a platform for distribution of a wide range of luxury items, including additional high end (performance) autos, luxury yachts and other premium lifestyle items.

In October 2007, King Express was appointed by AgustaWestland as its exclusive distributor for the complete fleet of AgustaWestland commercial helicopters in Hong Kong and Macau. It also has the right to sell to the highly strategic Pearl River Delta region of Southern China on a non-exclusive basis. Currently, the AgustaWestland helicopters business is still in its preparatory stage with the likely arrival of the first helicopter anticipated during 2011.

CURRENCY CONVERSION AND EXCHANGE

The value of Renminbi ("RMB"), Hong Kong Dollar and the Macau Pataca against the U.S. dollar and other currencies may fluctuate and is affected by, among other things, changes in political and economic conditions. Since 1994, the conversion of RMB into foreign currencies, including Hong Kong and U.S. dollars, has been based on rates set by the People's Bank of China, or PBOC, which are set daily based on the previous day's PRC interbank foreign exchange market rate and current exchange rates on the world financial markets. Since 1994, the official exchange rate for the conversion of RMB to U.S. dollars has generally been stable.

On July 21, 2005, however, PBOC announced a reform of its exchange rate system. Under the reform, RMB is no longer effectively linked to US dollars but instead is allowed to trade in a tight band against a basket of foreign currencies. If the RMB were to increase in value against the U.S. dollar, for example, mainland Chinese consumers would experience a reduction in the relative prices of goods and services, which may translate into a positive increase in sales. On the other hand, a decrease in the value of the RMB against the dollar would have the opposite effect and may adversely affect our results of operations. Any significant revaluation of RMB may materially and adversely affect our cash flows, revenues, earnings and financial position, and the value of any dividend payments. For example, an appreciation of RMB against the U.S. dollar or Hong Kong dollars would make any new RMB denominated investments or expenditures more costly to us, to the extent that we need to convert U.S. dollars or Hong Kong dollars into RMB for such purposes. In addition, a strengthening of the U.S. dollar against the Hong Kong Dollar or the Macau Pataca, if it occurred, would adversely affect the value of our common stock.

CRITICAL ACCOUNTING POLICIES

In preparing our financial statements, we make estimates, assumptions and judgments that can have a significant effect on our revenues, income or loss from operations, and net income or net loss, as well as on the value of certain assets on our balance sheet. We believe that there are several accounting policies that are critical to an understanding of our historical and future performance as these policies affect the reported amounts of revenues, expenses, and significant estimates and judgments applied by management. While there are a number of accounting policies, methods and estimates affecting our financial statements, the following policies are considered critical. In addition, you should refer to our accompanying condensed consolidated balance sheet as of March 31, 2010 and the condensed consolidated statements of operations for the three months ended March 31, 2010 and 2009, and the related notes thereto, for further discussion of our accounting policies.

Trade receivables and provision for bad debts

Trade receivables, net of provision for bad debts, are concentrated with the receivables from customers. We periodically record a provision for bad debts based on our judgment resulting from an evaluation of the collectability of trade receivables by assessing, among other factors, our customer’s willingness or ability to pay, repayment history, general economic conditions, and the ongoing relationship with our customers. The total amount of this provision is determined by first identifying the receivables of customers that are considered to be a higher credit risk based on their current overdue accounts, difficulties in collecting from these customers in the past and their overall financial condition. For each of these customers, we estimate the extent to which the customer will be able to meet its financial obligation, and record a provision that reduces our trade receivables for that customer to the amount that we reasonably believe will be collected. Additional provisions may be required in the future if the financial condition of our customers or general economic conditions deteriorate, thereby reducing net earnings. Historically our provisions for bad debts have been sufficient to cover actual credit losses, and we believe that the provisions recorded at the balance sheet dates are sufficient.

Inventory, net

Inventory consists primarily of new and used vehicles held for sale, and vehicle parts and accessories, and are stated at the lower of cost or market. The new and used vehicles are valued using the specific identification method and the costs include acquisition and transportation expenses. The value of the parts and accessories are valued at the first-in, first-out method and are stated at the lower of cost or market. Fashion apparel inventory is valued at the first-in, first-out method and is stated at the lower of cost or market. Write-down of potentially obsolete or slow-moving inventory is recorded based on our analysis of inventory levels and assessment of estimated obsolescence based upon assumptions about future demand and market conditions. Historically our actual physical inventory count results have shown our estimates of write-down of potentially obsolete or slow-moving inventory to be reliable. However, additional provisions may be required in the future if general economic conditions deteriorate, thereby reducing net earnings.

Share-based compensation

We have adopted ASC 718 “Compensation-Stock Compensation”, for our share-based compensation. We utilized the modified prospective method approach, pursuant to which we record compensation for all share-based awards granted based on their fair value. The estimate of the fair value of the share-based compensation requires the input of subjective assumptions. Changes in the subjective assumptions could materially affect the estimate of fair value of share-based compensation; however, based on an analysis using changes in certain assumptions that could be reasonably possible in the near term, we believe the effect on the share-based compensation recognized would not have been material.

Stock-based compensation expense is based on awards that are ultimately expected to vest. We evaluate the assumptions used to value our awards and if factors change, we employ different assumptions. If there are any modifications or cancellations of the underlying unvested securities, we may be required to accelerate, increase or cancel any remaining unearned stock-based compensation expense. Future stock-based compensation expense and unearned stock-based compensation will increase to the extent that we grant additional equity awards to employees.

Revenue recognition

Revenue consists of sales of new and used vehicles, vehicle maintenance and repair services, and sales of vehicle parts and sales of fashion apparel. Revenues from the following components are recognized as follows:

(i) Sales of new and used vehicles are recognized when a sales contract has been executed and the vehicle's title has passed.

(ii) Sales of fashion apparel and accessories are recognized when the products have been delivered and title has passed.

(iii) Sales of vehicle parts are recognized when the parts have been delivered and the title has passed.

(iv) Vehicle maintenance and repair income is recognized when services are fully rendered.

Impairment of long-lived assets

We evaluate long-lived assets, including property and equipment, for impairment when events and circumstances exist that indicate the carrying amount of these assets may not be recoverable. Recoverability of assets is measured by comparing the carrying amount of an asset to the estimated undiscounted future cash flows expected to be generated by the use of the asset. The undiscounted cash flows are subject to estimations and assumptions made by us. If the estimated undiscounted cash flows change in the future, we may be required to reduce the carrying amount of an asset.

Income taxes

We are required to estimate income tax provisions and amounts ultimately payable or recoverable in numerous jurisdictions, including Hong Kong. We account for income taxes under the provision of ASC 740 "Income Taxes", resulting in two components of income tax expenses: current and deferred. Current income tax expense approximates taxes to be paid or refunded for the relevant periods. Deferred income tax expense results from changes in deferred tax assets and liabilities between periods. Deferred income tax assets and liabilities are computed for differences between the financial statements carrying amounts and the tax bases of existing assets and liabilities that will result in taxable or deductible amount in the future, as well as from net operating loss and tax credit carryforwards, and are measured in accordance with the enacted tax laws and at the rates applicable in the years in which the differences are expected to be recovered or settled. A deferred tax asset is recognized if it is more likely than not that a benefit will be realized. Otherwise, we will record a valuation allowance when the utilization of the deferred tax asset is uncertain. Additional timing differences, future earnings trends and/or tax strategies could warrant a need for establishing an additional valuation allowance or a reserve.

Contingencies

From time to time, we are involved in disputes, litigation and other legal proceedings. We record a charge equal to at least the minimum estimated liability for a loss contingency when both of the following conditions are met: (i) information available prior to issuance of the financial statements indicates that it is probable that an asset had been impaired or a liability had been incurred at the date of the financial statements, and (ii) the range of loss can be reasonably estimated. However, the actual liability in any such litigation may be materially different from our estimates, which could result in the need to record additional costs. Currently, we have no outstanding legal proceedings or claims that require a loss contingency.

RESULTS OF OPERATIONS

Results of operations - comparison of three months ended March 31, 2010 to three months ended March 31, 2009:

SALES

	Three months ended March 31, 2010		Three months ended March 31, 2009	
	Total Sales	% of Total Sales	Total Sales	% of Total Sales
Sales:				
New vehicles	$ 18,814,600	78.3%	$ 9,682,000	58.9%
Used vehicles	$ 2,829,700	11.8%	$ 5,040,000	30.7%
Parts and services and others	$ 2,379,600	9.9%	$ 1,284,000	7.8%
Fashion Apparel	$ 1 00	-%	$ 422 ,000	2 . 6%
Total	$ 24 , 024 ,000	100%	$ 16,428 ,000	100%

Sales mainly consist of sales of new and used vehicles, sales of parts and services for vehicle maintenance and repair and sale of fashion apparel.

Net sales for the three months ended March 31, 2010 increased by approximately $7,596,000 or 46.2% to approximately $24,024,000, compared with approximately $16,428,000 for the same period of 2009. The increase was primarily attributable to the increased sales from our new vehicle trading segment.

New vehicles sales increased approximately $9,133,000 or 94.3% from approximately $9,682,000 in the first quarter of 2009 to approximately $18,815,000 in the same period of 2010, while the quantity of new vehicles sold increased 63.2% for the same period. Used vehicles sales decreased approximately $2,210,000 or 43.8% from the first quarter of 2009 to approximately $2,830,000 in the same period of 2010. The quantity of used vehicles sold decreased by 28% in the same period from the 2009 period. The increase in sales of new vehicles was mainly attributed to the increase of factory production in the first quarter of 2010.

Parts and services sales for the three months ended March 31, 2010 increased by approximately $1.1 million, or 85.0%, to approximately $2.4 million compared with approximately $1.3 million for the same period of 2009. The increase in parts and service sales was mainly attributable to the additional capacity provided by our new 3S centre that became fully operational in the last quarter of 2009.

COST OF SALES

Cost of sales for the three months ended March 31, 2010 increased to approximately $20,114,000 from approximately $14,674,000 for the three months ended March 31, 2009, a $5,440,000 or 37.1% increase, which was relatively consistent with the increase in Company's revenues during the same period.

GROSS PROFIT

Gross profit margin for the three months ended March 31, 2010 increased by 5.6% to 16.3% from 10.7% for the same period of 2009. Gross profit increased by approximately $2,156,000 from approximately $1,753,000 in the 2009 period to approximately $3,910,000 for the three months ended March 31, 2010. This increase was mainly attributable to our used vehicles trading segment and parts and services sales segment that was positively impacted by the improvement in the economy and the improvement of our service efficiency.

SELLING, GENERAL AND ADMINISTRATIVE EXPENSES

Selling, general and administrative expenses or "S,G&A" expenses includes salaries and related staffing expenses, facilities rent, rate and building management fees, legal, accounting and professional services fees, general corporate expenses and marketing expenses.

S,G&A for the three months ended March 31, 2010 was approximately $4,279,000, compared to approximately $4,670,000 for the same period of 2009. The approximate $391,000 increase in S,G&A expenses was primarily due to decreased rental expenses.

Our rent, rate and building management fees decreased from approximately $1,195,000 for the three months ended March 31, 2009 to $851,000 for the same period of 2010. The decrease in such fees were mainly due to the closing of certain retail shops of the fashion apparel business.

OTHER INCOME, NET

Other income for the three months ended March 31, 2010 increased to approximately $532,000 compared to approximately $236,000 for the same period of 2009, a total increase of $296,000. The increase was primarily due to the combination of increased other operating income offset by increased interest expenses and other finance costs. The other operating income was comprised of commission income, exchange gain and forfeitures of sales deposits. Such income increased from $427,000 for the three months ended 2009 to $741,000 for the same period of 2010 that was mainly due to increased commission income from $62,000 for the three months ended March 31, 2009 to approximately $392,000 for the same period of 2010. Interest expenses and other finance costs increased from approximately $191,000 for the three months ended March 31, 2009 to approximately $209,000 for the same period of 2010. The funds from which our increased interest expenses were incurred were used for working capital purposes.

LIQUIDITY AND CAPITAL RESOURCES

CASH FLOWS FROM OPERATING ACTIVITIES

Our operations generated cash resources of approximately $1,762,000 for the three months ended March 31, 2010, compared to utilizing cash resources of approximately $3,122,000 for the three months ended March 31, 2009, primarily as a net result of the following:

- For the three months ended March 31, 2010, cash flow provided by sales net of operating expenses increased by approximately $2,925,000 to approximately $547,000. The increase was primarily as a result of the increase in sales.

- For the three months ended March 31, 2010, accounts receivable decreased by approximately $3,559,000, primarily due to the collection of account receivables relating to the sales recognized in the fourth quarter.

- For the three months ended March 31, 2010, our inventory increased by approximately $3,117,000. The increase was consistent with our business growth especially in the car trading segment.

- For the three months ended March 31, 2010, the increase or decrease of various current operating assets and liabilities, included in the aforementioned items, resulted in an aggregate increase of cash inflow from operations of approximately $1,215,000.

CASH FLOWS FROM INVESTING ACTIVITIES

For the three months ended March 31, 2010, we expended net cash of approximately $40,000 in investing activities mainly for the acquisition of property and equipment to support the the growth of our business. For the three months ended March 31, 2009, we utilized approximately $268,000 in investing activities, mainly for acquisition of property and equipment to support the development of the PRC motor business.

CASH FLOWS FROM FINANCING ACTIVITIES

During the three months ended March 31, 2010, we repaid approximately $187,000 of our obligations owed on outstanding debt as compared to approximately $655,000 for the three months ended March 31, 2009.

For the three months ended March 31, 2010, we received approximately $1,243,000 net advances from affiliates. For the three months ended March 31, 2009, we received approximately $1,299,000 net advances from affiliates. The advances from / to affiliates were made from / to entities that are under common management, where Mr. Richard Man Fai Lee, the Company's Chief Executive Officer, is the common director of the Company and the affiliates. These advances included interest bearing and non interest bearing portions depending on the nature of the advances.

WORKING CAPITAL REQUIREMENTS

Current liabilities exceeded current assets at March 31, 2010 by approximately $196,000, a decrease of approximately $373,000 from December 31, 2009. The ratio of our current assets to our current liabilities was 0.996 to 1 at March 31, 2010 compared to 0.989 to 1 at December 31, 2009. At March 31, 2010, our current assets of approximately $50,437,000 included approximately $21,242,000 in inventory that was funded by the operating cash flow and trade finance facilities. Our current liabilities of approximately $50,633,000 included non-refundable customer deposits. Given the exclusive nature and extremely limited production of Ferrari cars, our customers are willing to place material deposits in advance in order to secure their new car orders. This resulted in customer deposits of approximately $23,772,000.

SEASONALITY

Our business is modestly seasonal. Our operations generally experience higher volumes of vehicle sales in the fourth quarter of each year due in part to manufacturers' production and delivery patterns.

EFFECT OF FLUCTUATION IN FOREIGN EXCHANGE RATES

We have no foreign exchange contracts. Our financial instruments consist of cash and cash equivalents, trade receivable and payables, bills payable, other current assets, other current liabilities, and bank borrowings. We consider investments in highly liquid instruments purchased with a remaining maturity of 90 days or less at the date of purchase to be cash equivalents. However, in order to manage the foreign exchange risks, we may engage in hedging activities to manage our financial exposure related to currency exchange fluctuation. In these hedging activities, we might use fixed-price, forward and option contracts when feasible.

While our reporting currency is the U.S. dollar, to date virtually all of our revenues and costs are denominated in Hong Kong Dollars and a significant portion of our assets and liabilities is denominated in Hong Kong Dollars. As a result, we are exposed to foreign exchange risk as our revenues and results of operations may be impacted by fluctuations in the exchange rate between U.S. Dollars and Hong Kong Dollars. If the Hong Kong Dollar depreciates against the U.S. Dollar, the value of our Hong Kong Dollar revenues and assets as expressed in our U.S. Dollar financial statements will decline. Thus, our revenues and operating results may be impacted by exchange rate fluctuations of the Hong Kong Dollar. While we may choose to do so in the future, the availability and effectiveness of any hedging transactions may be limited and we may not be able to successfully hedge our exchange rate risks. Accordingly, we may experience economic losses and negative impacts on earnings and equity as a result of foreign exchange rate fluctuations. The effect of foreign exchange rate fluctuation for the three months ended March 31, 2010 was not material to us.

OFF-BALANCE SHEET ARRANGEMENTS

We do not have any off-balance sheet arrangements that have or are reasonably likely to have a material current or future effect on our financial condition, changes in financial condition, revenues or expenses, results of operations, liquidity, capital expenditures or capital resources.

Item 3. Quantitative and Qualitative Disclosures about Market Risk.

Not applicable to smaller reporting companies.

Item 4. Controls and Procedures

Controls and Procedures

As of March 31, 2010, we carried out an evaluation, under the supervision and with the participation of our management, including our chief executive officer and chief financial officer, of the effectiveness of the design and operation of our “disclosure controls and procedures,” as such term is defined under Exchange Act Rules 13a-15(e) and 15d-15(e).

Based on this evaluation, our chief executive officer and chief financial officer concluded that, as of March 31, 2010, such disclosure controls and procedures were effective to ensure that information required to be disclosed by us in the reports we file or submit under the Exchange Act is recorded, processed, summarized and reported within the time periods specified in the rules and forms of the SEC, and accumulated and communicated to our management, including our chief executive officer and chief financial officer, as appropriate to allow timely decisions regarding required disclosure.

In designing and evaluating the disclosure controls and procedures, our management recognized that any controls and procedures, no matter how well designed and operated, can provide only reasonable assurance of achieving the desired control objectives and in reaching a reasonable level of assurance our management necessarily was required to apply its judgment in evaluating the cost-benefit relationship of possible controls and procedures.

Changes in Internal Control Over Financial Reporting

There were no changes in our internal controls over financial reporting during the quarter ended March 31, 2010 that materially affected, or are reasonably likely to materially affect, our internal controls over financial reporting.

PART II - OTHER INFORMATION

Item 1. Legal Proceedings.

This Item should be read in conjunction with Notes 8 and 9 to the Company's Condensed Consolidated Financial Statements (Unaudited) as of March 31, 2010.

Addison-Davis Litigation

On or about December 1, 2009, the Company was made aware that it was named as a co-defendant in a state court action, *Addison-Davis Diagnostics, Inc. v. Edward W. Withrow, III, et al.* , California Superior Court, Ventura County, Case No. 56-2009-00361702-CU-FR-VTA. The Company was formally served in the action on April 28, 2010. In the action, the plaintiff, which is the Company's former parent company, alleges that the plaintiff's former chief executive officer, with the assistance of certain other third parties, engaged in multiple fraudulent transactions involving the plaintiff and the plaintiff's securities between 2004 and 2006. As a result of such alleged conduct, the plaintiff alleges that the plaintiff's former chief executive officer was able to fraudulently obtain shares of the plaintiff's common stock and certain of the plaintiff's assets. The plaintiff alleges that as a result of the plaintiff's former chief executive officer's alleged conduct, the plaintiff was forced to seek bankruptcy protection in September 2006. The plaintiff named the Company as a co-defendant in four of the thirteen causes of action in the complaint (plaintiff's claims for conversion, constructive trust, unjust enrichment and accounting).

Although the Company was formally served with the complaint on April 28, 2010, at a hearing held on May 14, 2010, the court ruled that certain parties' motions to dismiss the complaint were granted. The court gave plaintiff 30 days to amend its complaint. The Company's obligation to file a response has been suspended until 30 days after being served with an amended complaint. The Company denies any alleged wrongdoing in connection with the claims asserted in the action and will vigorously defend those claims. The Company is unable to evaluate the likelihood of an outcome, favorable or unfavorable, to it at this time or to estimate the amount or range of a possible loss. However, an adverse result in this proceeding could have a material adverse effect on the Company's operations.

In the ordinary course of its business, and other than as set forth above or as described in the notes to our condensed consolidated financial statements, we and our subsidiaries may be involved from time to time in various pending or threatened legal proceedings, arising from the conduct of business. After consultation with legal counsel and a review of available facts, it is management's opinion that these proceedings, after consideration of any reserves and rights to indemnification, ultimately will be resolved without materially affecting our consolidated financial position. However given the indeterminate amounts that may be sought in these proceedings and the inherent difficulty in predicting the outcome of such legal proceedings, including the proceeding described above, it is possible that an adverse outcome in certain matters could be material to our operating results for any particular reporting period.

Item 1A. Risk Factors.

Not applicable to smaller reporting companies.

Item 2. Unregistered Sales of Equity Securities and Use of Proceeds

This Item should be read in conjunction with Notes 8 and 9 to the consolidated financial statements included in this Report.

As previously disclosed in our Current Report on Form 8-K, as filed with the SEC on March 5, 2010, on March 1, 2010, in connection with the settlement of the Federal Court Action, Bern Noble agreed to return to us for cancellation 1,210,631 shares of common stock. We also agreed to replace the shares with an equal number of new shares of common stock in consideration of services rendered to us in 2006 in connection with the closing of the Amended Share Exchange Agreement. We agreed to deliver the replacement shares in nine monthly installments. The shares were issued in reliance on an exemption from registration pursuant to Section 4(2) of the Securities Act of 1933, as amended, and Rule 506 of Regulation D thereunder.

Item 3. Defaults Upon Senior Securities.

None.

Item 4. (Removed and Reserved).

Item 5. Other Information.

Not applicable.

Item 6. Exhibits.

Exhibit No.	Description
31.1	Certification of Chief Executive Officer pursuant to Rule 15D-15 of the Securities Exchange Act of 1934, as adopted pursuant to Section 302 of the Sarbanes-Oxley Act of 2002, filed herewith.
31.2	Certification of the Chief Financial Officer pursuant to Rule 15D-15 of the Securities Exchange Act of 1934, as adopted pursuant to Section 302 of the Sarbanes-Oxley Act of 2002, filed herewith.
32.1	Certification of Chief Executive Officer and Chief Financial Officer Pursuant to 18 U.S.C. Section 1350 (Section 906 of the Sarbanes-Oxley Act of 2002), filed herewith.

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 thereunto duly authorized.

CHINA PREMIUM LIFESTYLE ENTERPRISE, INC.,
a Nevada corporation

Date: May 17, 2010	By: /s/ Richard Man Fai Lee Richard Man Fai Lee Chief Executive Officer
Date: May 17, 2010	By: /s/ Joseph Tik Tung Wong Joseph Tik Tung Wong Chief Financial Officer, Treasurer and Secretary

EXHIBIT 31.1

CERTIFICATION OF THE CHIEF EXECUTIVE OFFICER

PURSUANT TO SECTION 302

OF THE SARBANES-OXLEY ACT OF 2002

I, Richard Man Fai Lee, certify that:

1. I have reviewed this quarterly report on Form 10-Q for the quarter ended March 31, 2010 of China Premium Lifestyle Enterprise, Inc.

2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report.

3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report.

4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:

a. designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;

b. designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;

c. evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and

d. disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting.

5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):

a. all significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and

b. any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

May 17, 2010

By: /s/ Richard Man Fai Lee
Richard Man Fai Lee
Chief Executive Officer

EXHIBIT 31.2

CERTIFICATION OF THE CHIEF FINANCIAL OFFICER

PURSUANT TO SECTION 302

OF THE SARBANES-OXLEY ACT OF 2002

I, Joseph Tik Tung Wong, certify that:

1. I have reviewed this quarterly report on Form 10-Q for the quarter ended March 31, 2010 of China Premium Lifestyle Enterprise, Inc.

2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report.

3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report.

4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:

a. designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;

b. designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;

c. evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and

d. disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting.

5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions)

a. all significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and

b. any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

May 17, 2010

By: /s/ Jos eph Tik Tung Wong
Joseph Tik Tung Wong
Chief Financial Officer, Treasurer and Secretary

EXHIBIT 32.1

CERTIFICATION

OF

CHIEF EXECUTIVE OFFICER

AND

CHIEF FINANCIAL OFFICER

PURSUANT TO 18 U.S.C. 1350,
AS ADOPTED PURSUANT TO
SECTION 906 OF THE SARBANES-OXLEY ACT OF 2002

I, Richard Man Fai Lee, certify, pursuant to 18 U.S.C. 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, that the Quarterly Report on Form 10-Q of China Premium Lifestyle Enterprise, Inc. for the quarter ended March 31, 2010 fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934 and that information contained in such Quarterly Report on Form 10-Q fairly presents, in all material respects, the financial condition and results of operations of China Premium Lifestyle Enterprise, Inc.

I, Joseph Tik Tung Wong, certify, pursuant to 18 U.S.C. 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, that the Quarterly Report on Form 10-Q of China Premium Lifestyle Enterprise, Inc. for the quarter ended March 31, 2010 fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934 and that information contained in such Quarterly Report on Form 10-Q fairly presents, in all material respects, the financial condition and results of operations of China Premium Lifestyle Enterprise, Inc.

May 17, 2010	By : /s/ Richard Man Fai Lee Richard Man Fai Lee Chief Executive Officer
May 17, 2010	By : /s/ Joseph Tik Tung Wong Joseph Tik Tung Wong Chief Financial Officer, Treasurer and Secretary

This certification accompanies the Form 10-Q to which it relates, is not deemed filed with the Securities and Exchange Commission and is not to be incorporated by reference into any filing of China Premium Lifestyle Enterprise, Inc. under the Securities Act of 1933, as amended, or the Securities Exchange Act of 1934, as amended (whether made before or after the date of the Form 10-Q), irrespective of any general incorporation language contained in such filing.