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## **WO KEE HONG (HOLDINGS) LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 720)**

### **POSITIVE PROFIT ALERT**

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record net profit for the six months ended 30 June 2010 as compared to a net loss for the corresponding period last year.

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

This announcement is made by Wo Kee Hong (Holdings) Limited (the “Company” and together with its subsidiaries, the “Group”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of Directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that, based on the management accounts of the Group, the Group is expected to record a net profit for the six months ended 30 June 2010 as compared to a net loss for the corresponding period last year. Benefiting from the recovery of the economies of Hong Kong, the Group’s overall business performance in the first half of 2010 has improved and hence resulting in an increase in gross margin and operating profit. Furthermore, the discontinuation of certain non-performing businesses of the Group has led to enhancement in net profit margin of the Group. Meanwhile, the Group is also expected to record a gain from the disposal of a subsidiary and an income arising from the waiver of payable by a creditor.

Shareholders and potential investors should note that this announcement is only based on the preliminary assessment by the management of the unaudited consolidated management accounts of the Group and is not based on any figures or information audited or reviewed by the Company's auditors. The unaudited consolidated results of the Group for the six months ended 30 June 2010 are expected to be announced by the end of August, 2010.

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

By Order of the Board  
**Wo Kee Hong (Holdings) Limited**  
**Dr. Richard Man Fai LEE**  
*Executive Chairman and Chief Executive Officer*

Hong Kong, 9 August 2010

*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.*