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**China Fortune Holdings Limited**  
**中國長遠控股有限公司\***

*(Incorporated in Bermuda with limited liability)*

(Stock code : 110)

(Formerly known as Fortune Telecom Holdings Limited)

**CHANGE OF COMPANY NAME**

The name of the Company has been changed from Fortune Telecom Holdings Limited to China Fortune Holdings Limited with effect from 18 October 2007 and the Company has adopted the Chinese name of 中國長遠控股有限公司 for identification purpose only on the same day.

Further to the announcement dated 4 September 2007, the board of directors (the “Board”) of China Fortune Holdings Limited (formerly known as Fortune Telecom Holdings Limited) (the “Company”) is pleased to announce that subsequent to the passing of a special resolution by the shareholders of the Company at the special general meeting of the Company held on 17 October 2007 and the receipt of the Certificate of Incorporation on Change of Name issued by the Registrar of Companies in Bermuda on 27 October 2007, the name of the Company has been changed from Fortune Telecom Holdings Limited to China Fortune Holdings Limited with effect from 18 October 2007. The Company has also adopted the Chinese name of 中國長遠控股有限公司 for identification purpose only on the same day. The Company will attend to the necessary filings at the Companies Registry in Hong Kong regarding the change of company name.

The change of name of the Company will not affect any of the rights of the shareholders of the Company. All existing share certificates in issue bearing the former name of the Company will continue to be effective as evidence of title and be valid for trading, settlement and registration purposes.

The stock short name for the trading of the Company's shares on the Stock Exchange will be changed in due course and further announcement will be made in this regard as and when appropriate.

As at the date of this announcement, the Board comprises:

*Executive Director*

Mr. Lau Siu Ying

*(Chairman)*

Mr. Luo Xi Zhi

*Non-executive Director*

Mr. Lo Wing Yat

Mr. Fung Oi Ip, Alfonso

*Independent Non-executive Director*

Mr. Chang Wing Seng Victor

Mr. Wong Lit Chor Alexis

Mr. Chen Yi Gang

By order of the Board

**China Fortune Holdings Limited**

**Lau Siu Ying**

*Chairman and Chief Executive Officer*

Hong Kong, 29 October 2007

\* *for identification purposes only*