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CHINA SEVEN STAR SHOPPING LIMITED

中國七星購物有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 245)

PROFIT WARNING - SUPPLEMENTAL ANNOUNCEMENT

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

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

This announcement is made by China Seven Star Shopping Limited (the "Company", 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").

Further to the profit warning announcement of the Company dated 6 August 2010, the board of directors (the "Board") of the Company wishes to inform the shareholders of the Company and potential investors that, the interim results of the Group for the six months ended 30 June 2010 will contain amortization and deemed finance charge in relation to the media management services agreement entered on 31 December 2009 by Shanghai Seven Star Yixi Advertising Co., Ltd 上海七星益璽廣告有限公司, a subsidiary of the Company, and 廣東電視台 (the "Agreement") in its income statement and the sums of such amortization and deemed finance charge are approximately HK\$204 million and HK\$19 million respectively, which are calculated in accordance with the principles as stipulated in Hong Kong Accounting Standard 38 "Intangible Assets" and Hong Kong Accounting Standard 39 "Financial Instruments: Recognition and Measurement" and based on an interest rate of 3.29% as determined by an independent valuer for the assessment of the fair value of the intangible asset in relation to the Agreement.

The amortization and deemed finance charge to be included in the income statement of the Group will be approximately HK\$449 million and HK\$38 million respectively for year 2010 while approximately HK\$204 million and HK\$19 million will be allocated to the performance for the six-month period ended 30 June 2010.

The information contained in this announcement is only based on a preliminary assessment by the Board with reference to the information available for the time being, and is not based on any data or information which has been audited or reviewed by the Company's auditors.

Financial information and other details of the Group will be disclosed in the interim results announcement of the Group for the six months ended 30 June 2010. The shareholders of the Company and potential investors are advised to read carefully such interim results announcement which is expected to be published on 30 August 2010.

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

By Order of the Board
China Seven Star Shopping Limited
NI XINGUANG
Chairman

Hong Kong, 19 August 2010

As at the date of this announcement, the Board comprises Mr. Ni Xinguang and Mr. Wang Zhiming as executive directors, and Mr. Chan Wai Sum, Mr. Lu Wei and Mr. Ho Wai Ip as independent non-executive directors.