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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)

### **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 of the Company and potential investors that the Group is expected to record a consolidated net profit for the six months ended 30 June 2012 as compared to a consolidated net loss for the six months ended 30 June 2011.

**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”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that based on the management's preliminary assessment of the unaudited management accounts of the Group, the Group is expected to record a consolidated net profit for the six months ended 30 June 2012 as compared to a consolidated net loss for the same corresponding period in 2011 which was mainly due to the increase of gross margin of advertisement business.

The Company is still in the process of finalising the Group's interim results for the six months ended 30 June 2012. The information contained in this announcement is only a preliminary assessment by the Company based on the unaudited management accounts of the Group for the six months ended 30 June 2012 which has not been confirmed nor reviewed by the Company's auditors. Details of the unaudited consolidated results and performance of the Group for the six months ended 30 June 2012 will be disclosed in the interim results announcement which is expected to be published on or before 29 August 2012.

**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 and Executive Director*

Hong Kong, 22 August 2012

*As at the date of this announcement, the Board comprises (1) executive Directors: Mr. Ni Xinguang and Mr. Wang Zhiming; and (2) independent non-executive Directors: Mr. Lu Wei, Mr. Wong Chak Keung and Mr. Ling Yu Zhang.*