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世界(集團)有限公司
WORLD HOUSEWARE (HOLDINGS) LIMITED
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 713)

ANNOUNCEMENT
**Termination of discussions for forming a joint venture to produce
wind turbines systems**

Reference is made to the announcement of World Houseware (Holdings) Limited (“the Company”) on 26 March 2010 (the “Announcement”) relating to the preliminary discussions on the feasibility study of forming a joint venture to produce wind turbines systems between a wholly owned subsidiary of the Company, South China Reborn Resources (Zhongshan) Company Limited (“South China”) and 北京華信電子企業集團 (“華信”). Capitalised terms used in this announcement shall have the same meaning as those defined in the Announcement unless otherwise defined.

The Board announces that as South China and 華信 cannot reach consensus on the terms and conditions of their discussions on forming a joint venture to produce wind turbines systems, the discussions have been terminated by both parties.

By Order of the Board
Lee Tat Hing
Chairman

Hong Kong, 20 July 2010

As at the date of this announcement, the executive directors of the Company are Mr. Lee Tat Hing, Madam Fung Mei Po, Mr. Lee Chun Sing, Mr. Lee Pak Tung and Madam Chan Lai Kuen Anita; the non-executive director of the Company is Mr. Cheung Tze Man Edward; the independent non-executive directors of the Company are Mr. Tsui Chi Him Steve, Mr. Hui Chi Kuen Thomas and Mr. Ho Tak Kay.