



PRIME INVESTMENTS HOLDINGS LIMITED

(incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 721)

UNUSUAL PRICE AND VOLUME MOVEMENT

The Board has noted increases in the trading price and trading volume of the Shares on 17 October 2007 and wishes to state that, save for a proposed Open Offer, the Board is not aware of any reason for such increases.

This statement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

Reference is made to the announcement dated 5 September 2007 and subsequent circular (the “**Circular**”) dated 8 October 2007 issued by the Prime Investments Holdings Limited (the “**Company**”) in relation to, amongst other things, a proposed Open Offer. Unless the context requires otherwise, capitalised terms used in this announcement shall have the same meanings as defined in the Circular.

The Board has noted increases in the trading price and trading volume of the shares of the Company on 17 October 2007 and wishes to state that, save for the proposed Open Offer, the Board is not aware of any reasons for such increases. As the proposed Open Offer is subject to the fulfillment of the conditions as set out in the Circular, the proposed Offer may or may not proceed.

Save as disclosed above, the Board confirms that there are no negotiations or agreements relating to intended acquisitions or realisations, which are discloseable under Rule 13.23 of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on the Stock Exchange, neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board, the Directors of which individually and jointly accept responsibility for the accuracy of this statement.

By order of the Board
Wang Wen Xia
Executive Director/CEO

Hong Kong, 17 October 2007

As at the date of this announcement, the Board comprises Ms. Wang Wen Xia and Mr. Pong Po Lam, Paul and Mr. Wong Kwong Chi, Simon being the executive Directors, Mr. Lan Ning, Mr. Chan Yan Ting, Gordon, Dr. Chan Po Fun, Peter, Mr. Ding Xiaobin and Mr. Chan Wing Chung, Eric being the non-executive Directors and Dr. Cheung Wai Bun, Charles, Mr. Zhang Yong and Mr. Gu Qiu Rong being the independent non-executive Directors.