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PRIME INVESTMENTS HOLDINGS LIMITED

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

(Stock Code: 721)

RESIGNATION OF DIRECTOR

The Board announces that Mr. Wong Kwong Chi has resigned as executive Director with effect from 23 May 2008.

The board (the “Board”) of directors (the “Director(s)”) of Prime Investments Holdings Limited (the “Company” together with its subsidiaries, the “Group”) announces that Mr. Wong Kwong Chi (“Mr. Wong”) has resigned as executive Director with effect from 23 May 2008 due to the increased commitment in his own business. Mr. Wong has confirmed that he has no disagreement with the Board and there is no matter that needs to be brought to the attention of the shareholders of the Company in relation to his resignation.

The Board would like to take this opportunity to express its appreciation to Mr. Wong for his valuable contributions to the Group during their terms of office.

By order of the Board
Prime Investments Holdings Limited
Wang Wen Xia
Executive Director/CEO

Hong Kong, 23 May 2008

As at the date of this announcement, the executive Directors are Ms. Wang Wen Xia and Mr. Pong Po Lam, Paul, the non-executive Directors are Dr. Chan Po Fun, Peter, Mr. Ding Xiaobin, Mr. Fung Cheuk Nang Clement and Mr. Ma Jie and the independent non-executive Directors are Dr. Cheung Wai Bun, Charles, Mr. Zhang Yong and Mr. Zeng Xianggao.