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PRIME INVESTMENTS HOLDINGS LIMITED

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

(Stock Code: 721)

DATE OF BOARD MEETING

The board of directors (the “**Board**”) of Prime Investments Holdings Limited (the “**Company**”) announces that a meeting of the Board of the Company will be held on Friday, 27 March 2009 at 11:30 a.m. for the purposes of, among other matters, approving the interim results of the Company and its subsidiaries for the six months ended 31 December 2008 and its publication and considering the payment of an interim dividend, if any.

By order of the Board
Prime Investments Holdings Limited
Wang Wen Xia
Chairman

Hong Kong, 9 March 2009

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.