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PRIME INVESTMENTS HOLDINGS LIMITED

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

(Stock Code: 721)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform its shareholders and potential investor that the Group is expected to record a profit for the financial year ended 30 June 2009 as compared to the loss incurred in the financial year ended 30 June 2008. This positive profit alert announcement is only based on the preliminary review on the management accounts of the Group, which has not been confirmed nor audited by the Company's auditors.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

Based on the preliminary review on the management accounts of Prime Investments Holdings Limited (the “**Company**” together with its subsidiaries as the “**Group**”), the board (the “**Board**”) of directors of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a profit for the financial year ended 30 June 2009 as compared to the loss incurred in the financial year ended 30 June 2008, mainly due to the recovery of stock market activities.

This positive profit alert announcement is only based on the preliminary review on the management accounts of the Company, which has not been confirmed nor audited by the Company's auditors. The audited consolidated results of the Company for the year ended 30 June 2009 is expected to be announced in October 2009. Shareholders of the Company and potential investors are advised to read the results announcement of the Company when it is published.

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
Prime Investments Holdings Limited
Wang Wen Xia
Chairman

Hong Kong, 12 August 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.