

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



PRIME INVESTMENTS HOLDINGS LIMITED

(to be renamed as Sunshine Capital Investments Group Limited)
(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)
(Stock Code: 721)

POSITIVE PROFIT ALERT

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

The Board wishes to inform the Shareholders and potential investors that it is expected the unaudited interim results of the Group for the six months ended 31 December 2009 may record a significant increase in profit as compared to the loss incurred in the corresponding period in 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 and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Prime Investments Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

After preliminary review by the Company's management of the unaudited management accounts of the Group, the board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that it is expected the unaudited interim results of the Group for the six months ended 31 December 2009 may record a significant increase in profit as compared to the loss incurred in the corresponding period in 2008. The Board believes that such possible profit is primarily attributable to (i) realised profit on disposal of financial assets at fair value; and (ii) unrealised profit on the fair value changes on financial assets consisting of listed securities and convertible bonds at fair value.

The Company is still in the process of finalising the unaudited interim results of the Group for the six months ended 31 December 2009. The information contained in this announcement is only a preliminary assessment by the management of the Company based on the unaudited management accounts of the Group and the information currently available to them. The unaudited interim results of the Group for the six months ended 31 December 2009 are expected to be announced on or before the end of March 2010.

Shareholders 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, 19 January 2010

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 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.