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JOLIMARK HOLDINGS LIMITED

映美控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2028)

ANNOUNCEMENT PROFIT WARNING

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

The Board wishes to inform the shareholders of the Company and potential investors that it is presently expected that the Company may record a loss in operating results for the first half of 2008.

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

This announcement is made by Jolimark 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.

- (1) The strengthened macro-control measures in the People’s Republic of China in this year, together with the impact of snowstorms and Sichuan’s earthquake in 2008, caused a decrease in the market demand. For risk avoidance, the Group mainly adopted a cash on delivery strategy which resulted in a lower sales volume.
- (2) An increase in the price of raw materials caused an increase in the cost of products, in addition to the fall in the sales price of the Group’s products, the gross profit of the Group decreased.

Due to the reasons mentioned above, based on the preliminary assessment by the board of directors (the “Board”) of the Company in accordance with the unaudited management accounts of the Group, the Group may record a loss in operating results for the first half of 2008.

The Company is in the process of finalizing the results for the six months ended 30 June 2008. The Board will announce the interim results in September 2008.

Public investors and shareholders of the Company should exercise caution when dealing in the securities of the Company.

By Order of the Board
Jolimark Holdings Limited
Au Kwok Lun
Director

Hong Kong, 22 July 2008

As at the date of this announcement, the Board of the Company is comprised of:

Executive Directors:

Mr. Au Pak Yin, Mr. Au Kwok Lun, Mr. Ou Guo Liang and Mr. Ng Shu Kai

Independent Non-executive Directors:

Mr. Lai Ming, Joseph, Mr. Meng Yan and Mr. Xu Guangmao