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NOBLE JEWELRY HOLDINGS LIMITED
億 鑽 珠 寶 控 股 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 00475)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the profit of the Group for the year ended 31 March 2009 may experience a significant decline as compared with that for the year ended 31 March 2008.

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

This announcement is made by Noble Jewelry Holdings Limited (the “Company”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the profit of the Company and its subsidiaries (the “Group”) for the year ended 31 March 2009 may experience a significant decline as compared with that for the year ended 31 March 2008. Such decline was mainly due to global economic downturn which led to the reduction in demand for fine jewelry in most of the overseas markets of the Group, since the fourth quarter of 2008. In addition, as the price of diamond, which is the major raw material used in the production of the Group’s fine jewelry, has

softened during the year ended 31 March 2009; consequently, our profit margins have been affected due to some diamonds were purchased at higher price levels.

In view of the present market situation, the Group has undertaken the following measures to address our revenue and profit:

1. to review and adjust the sales and marketing strategies;
2. to continue to identify and explore opportunities for new source of income; and
3. to adopt stringent cost control measures.

The Board considers that the financial position of the Group remains sound and the Group is capable of financing its operation through its own internal resources and available banking facilities.

As the Company is in the progress of preparing the annual results for the year ended 31 March 2009, the information contained in this announcement is only based on the preliminary assessment by the Board on information currently available to the Group, which has not been reviewed nor audited by the Company's auditors. The final results for the year ended 31 March 2009 and other details will be disclosed in the Group's upcoming results announcement and annual report.

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

By order of the Board
NOBLE JEWELRY HOLDINGS LIMITED
Chan Yuen Hing
Chairman

Hong Kong, 9 April 2009

As at the date of this announcement, the executive directors of the Company are Mr. Chan Yuen Hing, Mr. Tang Chee Kwong, Ms. Chan Lai Yung, Mr. Chan Wing Nang, Mr. Tsang Wing Ki and Mr. Yu Yip Cheong; the independent non-executive directors are Mr. Chan Cheong Tat, Mr. Tang Chiu Ming Frank and Mr. Yu Ming Yang.