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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)

ANNOUNCEMENT

The board of directors (the "Board") of Noble Jewelry Holdings Limited (the "Company") announces with deepest sorrow that Mr. Yu Yip Cheong ("Mr. Yu"), an executive director of the Company, passed away on 24 September 2009. The Board expresses its regret for losing a valuable member of the Board and would like to show its gratitude to Mr. Yu for his contributions to the Company during his tenure of office. The Board further conveys its sincere condolences to the family members of Mr. Yu.

The remainder of the Board comprising five other executive directors and three independent non-executive directors will continue with their existing positions and responsibilities. Following the death of Mr. Yu, the role of his executive position will be shared by other experienced staff of the Company and his passing away will not have any material impact on the present operations of the Company.

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

Hong Kong, 28 September 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 and Mr. Tsang Wing Ki; the independent non-executive directors are Mr. Chan Cheong Tat, Mr. Tang Chiu Ming Frank and Mr. Yu Ming Yang.