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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)

APPOINTMENT OF EXECUTIVE DIRECTOR

The board of directors (the “Board”) of Noble Jewelry Holdings Limited (the “Company”) is pleased to announce that Mr. Lai Wang has been appointed as executive director of the Company with effect from 1 January 2010.

Mr. Lai Wang (“Mr. Lai”), aged 42, is the general manager of 廣州市億鑽珠寶有限公司 (Guangzhou Noble Jewelry Limited*) (“GZ Noble”), a wholly-owned subsidiary of the Company. He joined GZ Noble in 2004 and is responsible for the production and operation management. Mr. Lai obtained a master’s degree in business administration from the Hong Kong Baptist University in 2008. Mr. Lai has over 10 years’ experience in production management.

As at the date of this announcement, Mr. Lai has outstanding share options granted by the Company to subscribe for 100,000 ordinary shares in the share capital of the Company with a nominal value of HK\$0.01 each (“Share(s)”) at exercise price of HK\$1.27 per Share and does not have any other interest in the Shares within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). Mr. Lai does not hold any directorship in other publicly listed companies in the last three years and he has no relationship with any other directors, senior management, substantial or controlling shareholders of the Company.

* For identification purpose only

The Company has entered into a service agreement with Mr. Lai for an initial term of three years, which shall be continued thereafter until and unless terminated by either party to the service agreement by giving not less than three months' notice in advance. His appointment will be subject to retirement by rotation and re-election in accordance with the articles of association of the Company. Mr. Lai will receive an annual emolument of RMB420,000 (approximately HK\$480,000) and be entitled to a discretionary bonus at the sole determination of the Board. The annual emolument for Mr. Lai was determined by the Board with reference to his experience, responsibilities and duties as well as the prevailing market conditions.

Save as disclosed above, there is no other matter in relation to the appointment of Mr. Lai which needs to be brought to the attention of the shareholders or needs to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited.

The Board would like to take this opportunity to welcome Mr. Lai to join the Board.

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

Hong Kong, 4 January 2010

As at the date of this announcement, the executive Directors are Mr. Chan Yuen Hing, Mr. Tang Chee Kwong, Ms. Chan Lai Yung, Mr. Chan Wing Nang, Mr. Lai Wang 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.