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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)

DISCLOSEABLE TRANSACTION

IN RELATION TO ACQUISITION OF PROPERTY

The Board announces that on 12 August 2010, the Purchaser, a wholly-owned subsidiary of the Company, entered into the Provisional Agreement with the Vendor, pursuant to which the Vendor agreed to sell, and the Purchaser agreed to purchase, the Property for a cash consideration of HK\$24,672,000.

As one of the applicable percentage ratios is 5% or more but less than 25%, the Acquisition constitutes a discloseable transaction for the Company under rule 14.06(2) of the Listing Rules and is subject to the reporting and announcement requirements under rule 14.34 of the Listing Rules.

1. THE PROVISIONAL AGREEMENT

Date:

12 August 2010

Parties:

- (1) Purchaser; and
- (2) Vendor.

To the best of the knowledge, information and belief of the Directors, after making all reasonable enquiries, the Vendor is a third party independent of the Company and its connected persons as defined under the Listing Rules.

Subject matter:

Pursuant to the Provisional Agreement, the Vendor agreed to sell and the Purchaser agreed to purchase the Property.

Information of the Property:

The Property is located at Unit M, 12/F., Kaiser Estate, 3rd Phase, 11 Hok Yuen Street, Kowloon with a total gross floor area of approximately 10,280 square feet.

Consideration:

The consideration payable by the Purchaser to the Vendor for the Acquisition is HK\$24,672,000. The Initial Deposit of HK\$1,200,000 was paid by the Purchaser to the Vendor upon signing of the Provisional Agreement and a further deposit of HK\$1,267,200 will be paid by the Purchaser to the Vendor upon signing of the Formal Agreement. The remaining balance of HK\$22,204,800 will be paid by the Purchaser to the Vendor upon Completion.

It is expected that the Consideration will be funded by internal resources and bank borrowings.

Completion:

Pursuant to the Provisional Agreement, the parties are required to enter into the Formal Agreement on or before 27 August 2010. Completion shall take place on or before 31 December 2010.

2. REASONS FOR AND BENEFITS OF THE ACQUISITION

The Company is an integrated jewelry designer, manufacturer and related integrated service provider to jewelry retailers and wholesalers in the countries and territories in the Middle East, Europe, America and the Asian-Pacific region.

As the term of the lease in respect of the Group's existing head office in Hong Kong will be expired in December 2010, the Group has been looking for suitable place of business as its new head office. The Board is of the view that the Property situates at Hunghom district where many companies in the jewelry industry located and thus is suitable for use as the Group's new head office. The Board believes that it is in the interest of the Group to acquire suitable office space as its head office in Hong Kong instead of paying rental expenses to lease office space.

The Board considers that the Consideration was determined after arm's length negotiations between the Purchaser and the Vendor by reference to the prevailing market value of similar properties in the same area in Hong Kong and the terms of the Provisional Agreement are fair and reasonable and the Acquisition is in the interest of the Company and the Shareholders as a whole.

3. GENERAL

As one of the applicable percentage ratios is 5% or more but less than 25%, the Acquisition constitutes a discloseable transaction of the Company under rule 14.06(2) of the Listing Rules and is subject to the reporting and announcement requirements under rule 14.34 of the Listing Rules.

4. DEFINITIONS

Unless the contexts otherwise require, the following terms shall have the following meanings as used in this announcement:

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| "Acquisition" | the acquisition of the Property |
| "Board" | the board of Directors |
| "Company" | Noble Jewelry Holdings Limited, a company incorporated in the Cayman Islands with limited liability whose Shares are listed and traded on the Stock Exchange (stock code: 00475) |
| "Completion" | completion of the Acquisition |
| "connected person(s)" | has the meaning ascribed to it under the Listing Rules |
| "Director(s)" | the director(s) of the Company |
| "Formal Agreement" | the final and formal contract to be signed between the Purchaser and the Vendor in relation to the Acquisition |
| "Initial Deposit" | the deposit of HK\$1,200,000 paid by the Purchaser on signing of the Provisional Agreement |
| "Group" | the Company and its subsidiaries |
| "HK\$" | Hong Kong dollars, the lawful currency of Hong Kong |
| "Hong Kong" | the Hong Kong Special Administrative Region of the People's Republic of China |
| "Listing Rules" | the Rules Governing the Listing of Securities on the Stock Exchange |

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| "Property" | the property situated at Unit M, 12/F., Kaiser Estate, 3 rd Phase, 11 Hok Yuen Street, Kowloon |
| "Provisional Agreement" | the provisional agreement for sale and purchase dated 12 August 2010 entered into between the Purchaser and the Vendor in relation to the Acquisition |
| "Purchaser" | Noble Jewelry Limited, a wholly-owned subsidiary of the Company incorporated in Hong Kong with limited liability |
| "Shareholders" | the shareholders of the Company |
| "Stock Exchange" | The Stock Exchange of Hong Kong Limited |
| "Vendor" | C. Art Limited, an independent third party of the Company and its connected persons as defined under the Listing Rules |

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

Hong Kong, 12 August 2010

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. 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.