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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)

POSITIVE PROFIT ALERT

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 attributable to Shareholders of the Group for the six months ended 30 September 2010 may experience a significant increase as compared with that for the corresponding period in 2009.

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 attributable to Shareholders of the Company and its subsidiaries (the “Group”) for the six months ended 30 September 2010 may experience a significant increase as compared with that for the corresponding period in 2009. Such increase was mainly due to the better consumer sentiment spurred by the gradually reviving world economy and the adoption of stringent cost control measures by the Group.

As the Company is in the progress of preparing the interim results for the six months ended 30 September 2010, 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 auditor. The interim results for the six months ended 30 September 2010 will be announced as soon as practicable.

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, 8 October 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.