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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)

### **PRICE SENSITIVE INFORMATION**

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

The consolidated profit for the six months ending 30 September 2011 (2010: HK\$10.65 million) may significantly be reduced upon the reaching of a final settlement with the US Customs Service in relation to a dispute over the custom duties payable for purchases from certain of the Company's wholly-owned subsidiaries.

Based on advanced negotiations on the payment to be made by certain of the Company's wholly-owned subsidiaries and after taking into account provisions already made to the audited financial statements of the Company for the financial year ended 31 March 2011, an additional amount of approximately HK\$16.19 million payment will be recognised in the consolidated statement of comprehensive income of the Company for the six months ending 30 September 2011 if final settlement is reached on these terms before the end of that period. However, the effect of this payment on the consolidated profits of the Company will be partially offset by the gain, estimated at approximately HK\$6.5 million, from the disposal of certain plant and equipment during the period.

**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”).

Reference is made to a dispute with the US Customs Services in relation to customs duties payable for purchases from certain of the Company’s wholly-owned subsidiaries, as disclosed in the 2011 annual report of the Company (“Annual Report”) (Note 32 to the financial statements of the Company).

The consolidated profit for the six months ending 30 September 2011 (2010: HK\$10.65 million) may significantly be reduced upon the reaching of a final settlement with the US Customs Service in relation to such dispute. Based on advanced negotiations on terms of the final settlement for such dispute, the Company expects that the final settlement will involve a payment over a period of time by relevant subsidiaries of the Company of approximately US\$3.85 million (or approximately HK\$29.84 million) in respect of which a provision of HK\$13.65 million has been made in the financial year ended 31 March 2011. After taking into account such provisions, an additional amount of approximately HK\$16.19 million payment will be recognised in the consolidated statement of of comprehensive income of the Company for the six months ending 30 September 2011 if final settlement is reached on these terms before the end of that period.

However, the impact of such payment on the consolidated profits of the Company will be partially offset by the gain, estimated at approximately HK\$6.5 million, from the disposal of certain plant and equipment pursuant to an agreement dated 5 June 2011 entered into by the Company’s wholly-owned subsidiary, Noble Jewelry Limited and an independent third party disclosed in note 39 of the audited consolidated financial statements of the Company for the year ended 31 March 2011 contained in the Annual Report. The gain arising from the disposal of properties disclosed in the same note 39 and the announcement of the Company dated 3 June 2011, will be recognised in the consolidated reserves of the Company and will not have any material effect on the consolidated profit of the Company.

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

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

Hong Kong, 12 August 2011

*As at the date of this announcement, the executive Directors are Mr. Chan Yuen Hing, Mr. Tang Chee Kwong, Ms. Chan Lai Yung, Mr. Lai Wang, Mr. Setiawan Tan Budi 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.*