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## ZHONG FA ZHAN HOLDINGS LIMITED

### 中發展控股有限公司

(Formerly known as Noble Jewelry Holdings Limited 億鑽珠寶控股有限公司)

*(incorporated in the Cayman Islands with limited liability)*

(Stock Code: 475)

## CHANGE OF COMPANY NAME AND STOCK SHORT NAME

### CHANGE OF COMPANY NAME

The Board is pleased to announce that the Certificate of Incorporation on Change of Name was issued by the Registry of Companies in Cayman Islands on 23 March 2012 certifying the change of Company name from “Noble Jewelry Holdings Limited” to “Zhong Fa Zhan Holdings Limited” and the Chinese name of the Company from “億鑽珠寶控股有限公司” to “中發展控股有限公司” have been registered. The change of Company name took effect on 23 March 2012. The Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 18 April 2012 confirming the registration of the new name “Zhong Fa Zhan Holdings Limited 中發展控股有限公司” of the Company in Hong Kong under Part XI of the Companies Ordinance.

### CHANGE OF STOCK SHORT NAME

The Shares will be traded on the Stock Exchange under the new stock short name of “ZHONG FA ZHAN” in English and “中發展控股” in Chinese with effect from 9:00 a.m. on 27 April 2012. The stock code of the Company remains 475.

Reference is made to the announcement of Noble Jewelry Holdings Limited (now known as Zhong Fa Zhan Holdings Limited) (the “**Company**”) dated 13 February 2012 and the circular of the Company dated 24 February 2012 (the “**Circular**”). Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Circular.

### CHANGE OF COMPANY NAME

The Board is pleased to announce that the special resolution for approving the change of Company name was duly passed by the Shareholders at the EGM held on 23 March 2012. The Certificate of Incorporation on Change of Name was issued by the Registry of Companies in Cayman Islands on 23 March 2012 certifying the change of Company name from “Noble Jewelry Holdings Limited” to “Zhong Fa Zhan Holdings Limited” and the Chinese name of

the Company from “億鑽珠寶控股有限公司” to “中發展控股有限公司” have been registered. The change of Company name took effect on 23 March 2012. The Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 18 April 2012 confirming the registration of the new name “Zhong Fa Zhan Holdings Limited中發展控股有限公司” of the Company in Hong Kong under Part XI of the Companies Ordinance.

#### **CHANGE OF STOCK SHORT NAME**

Following the change of Company name becoming effective, the Shares will be traded on the Stock Exchange as follows:

<b>Effective Date:</b>	<b>From 9:00 a.m. on 27 April 2012</b>	
<b>Stock Code:</b>	<b>475</b>	
<b>Stock Short Name:</b>	<b>English</b>	<b>Chinese</b>
	<b>ZHONG FA ZHAN</b>	<b>中發展控股</b>

The existing stock short name of “Noble Jewelry” in English and “億鑽珠寶” in Chinese will no longer be used. The stock code of the Company remains 475.

#### **EFFECT OF THE CHANGE OF COMPANY NAME**

The change of Company name will not affect any rights of the Shareholders or the Company’s daily business operation and its financial position. All existing share certificates of the Company in issue bearing the former name of “Noble Jewelry Holdings Limited” will continue to be evidence of title to the Shares and the existing share certificates will continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for exchange of the existing share certificates of the Company for the new share certificates bearing the Company’s new name. Thereafter, any new certificates of the Shares will be issued under the new name of the Company.

By Order of the Board  
**Zhong Fa Zhan Holdings Limited**  
**Chan Wing Yuen, Hubert**  
*Chief Executive & Executive Director*

Hong Kong, 24 April 2012

*As at the date of this announcement, the Board consists of four executive Directors, namely Mr. Wu Hao, Mr. Hu Yangjun, Mr. Hu Yishi and Mr. Chan Wing Yuen, Hubert; a non-executive Director, namely Mr. Li Wei Qi, Jacky; and three independent non-executive Directors, namely Mr. Wu Chi Keung, Mr. Heung Chee Hang, Eric and Ms. Kwok Pui Ha.*