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LUNG CHEONG INTERNATIONAL HOLDINGS LIMITED

龍昌國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 348)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a profit for the six months ended 30 September 2011 as compared to a loss for the corresponding period of last year.

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

This announcement is made by Lung Cheong International Holdings Limited (the “**Company**”) (together with its subsidiaries, the “**Group**”), pursuant to Rule 13.09 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 and potential investors that the Group is expected to record a profit for the six months ended 30 September 2011 as compared to a loss for the corresponding period of last year. The expected profit was mainly due to the profit generated from the Group’s manufacturing and trading business as well as a very substantial disposal and connected transaction in relation to the disposal of the entire interest of Lung Cheong (BVI) Holdings Limited and loans in April 2011 by the Group, as detailed in the Company’s announcement dated 28 January 2011 and the Company’s circular dated 25 March 2011, which resulted in a gain therefrom.

As the Company is still in the process of finalizing its interim results for the six months ended 30 September 2011, the information contained in this announcement is only a preliminary assessment made by the Board based on information currently available and is not based on any figure or information that has been audited or reviewed by the Company's auditors. Shareholders of the Company and potential investors are advised to read the announcement on the interim results which is expected to be made by the Company on or before 30 November 2011.

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

By Order of the Board
Lung Cheong International Holdings Limited
Wong, Andy Tze On
Executive Director

Hong Kong, 17 November 2011

As at the date of this announcement, the executive directors of the Company are Mr. Leung Lun and Mr. Wong, Andy Tze On, and the independent non-executive directors of the Company are Mr. Ye Tian Liu, Mr. Wong Lam, O.B.E., J.P. and Mr. Lai Yun Hung.