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WILLIE INTERNATIONAL

Willie International Holdings Limited

(Incorporated in Hong Kong with limited liability)

(Stock Code: 273)

ANNOUNCEMENT

The Directors of the Company have noted the increase in the price and trading volume of the shares of the Company today and wish to state that except as disclosed below, the Directors are not aware of any reasons for such increase.

This announcement is made at the request of The Stock Exchange of Hong Kong Limited.

The Directors (the “Directors”) of Willie International Holdings Limited (the “Company”) have noted the increase in the price and trading volume of the shares of the Company today and wish to state that the Directors are not aware of any reasons for such increase.

On 29th September, 2005, the Company has entered into a MOU, which is expressed to be binding, with an Independent Third Party in relation to setting up of a joint venture company in Beijing that will engage in the national broadcasting of programmes through the internet.

As stated in the MOU, the Independent Third Party currently holds a broadcasting permit that allows the Independent Third Party to engage in the national broadcasting business in the People’s Republic of China including among other things, news, movies, education, entertainment, sports, music, technology, lifestyle and finance.

“Connected Person(s)”	has the meaning ascribed thereto in the Listing Rules;
“Directors”	the directors of the Company;
“Independent Third Party”	the counterparty to the MOU, which, together with its ultimate beneficial owners, are to the best of the Directors’ knowledge, information and belief having made all reasonable enquiries, third parties independent of the Company and are not Connected Persons of the Company;
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange;
“MOU”	the binding memorandum of understanding between the Company and the Independent Third Party dated 29th September, 2005;
“Shares”	shares of a par value of HK\$0.10 each in the Company;
“Shareholders”	shareholders of the Company;
“Stock Exchange”	The Stock Exchange of Hong Kong Limited.

As at the date of this announcement, the Board comprises five executive directors, namely, Mr. Chuang Yueheng, Henry, Mr. King Phillip, Mr. Lo Kan Sun, Mr. Wong Ying Seung, Asiong and Mr. Wong Wai Man, Raymond and two non-executive directors, Mr. Chung Wilson and Mr. Lau Da Yip and five independent non-executive directors, namely Mr. Lam Ping Cheung, Mr. Miu Frank H., Mr. Nakajima Toshiharu, Ms. Lin Wai Yi and Mr. Pang Shuen Wai, Nichols.

By order of the board
Willie International Holdings Limited
Chuang Yueheng, Henry
Chairman

Hong Kong, 30 September, 2005