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Willie International Holdings Limited

(Incorporated in Hong Kong with limited liability)

(Stock Code: 273)

INCREASE IN TRADING VOLUME OF THE SHARES OF THE COMPANY

The Directors of the Company have noted the increase in the 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 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 save as disclosed as below.

Reference is made to the announcement of the Company dated 30th September, 2005 (the “Announcement”) in relation to the MOU dated 29th September, 2005, which was expressed to be binding, between an Independent Third Party and the Company regarding the setting up of a joint venture company in Beijing that will engage in the national broadcasting of programmes through the internet. All capitalized terms used herein shall have same meanings as those defined in the Announcement unless otherwise specified.

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.

The Company has sent a delegate to Beijing in early October to meet with the senior management of the Independent Third Party for the preliminary due diligence. The Independent Third Party is preparing the drafting of the framework agreement for which will define the detailed terms of the due diligence, rights and obligations of each party in the joint venture company, the shareholder's agreement, business plan and proposed time schedule for the possible injection of registered capital as well as further fund raising exercises for the joint venture company if required.

As at the date of this announcement, the Independent Third Party only indicated to the Company that the draft framework agreement will send to the Company as soon as practicable and there are no financial obligations for the Company to invest in the joint venture company at this stage. If the Company proceeds to form the joint venture company with the Independent Third Party, the investment may constitute a notifiable transaction as defined under the Listing Rules. A further announcement will be made by the Company in relation to the transaction as and when appropriate.

The investment may or may not proceed. Investors and Shareholders are advised to exercise caution when dealing in the shares of the Company.

The Directors announce that Mr. Wong Ying Seung, Asiong, an executive director of the Company, who did not hold any shares of the Company previously, acquired a total of 21,784,000 shares of the Company (representing approximately 0.993% of the existing issued share capital of the Company) in the open market as follows:

Date	Shares Acquired	Average Price Per Share
28th October, 2005	5,672,000	HK\$0.205
31st October, 2005	3,628,000	HK\$0.226
1st November, 2005	12,484,000	HK\$0.240
Total	<u>21,784,000</u>	

Save as set out above, the Directors also confirm that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Rule 13.23 of the Listing Rules, neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board of the Company, the Directors of which individually and jointly accept responsibility for the accuracy of this announcement.

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, namely, 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
Wong Ying Seung, Asiong
Executive Director

Hong Kong, 1st November, 2005