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BINGO GROUP HOLDINGS LIMITED

比高集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8220)

DELAY IN DESPATCH OF CIRCULAR

Reference is made to the announcement (the “**Announcement**”) of Bingo Group Holdings Limited (the “**Company**”) dated 19 January 2012 in relation to, among other things, the Subscription, the Capitalisation, the Whitewash Waiver and the proposed increase in the authorised share capital of the Company. Capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement unless otherwise specified.

Pursuant to Rule 8.2 of the Takeovers Code, the Company is required to despatch a circular (the “**Circular**”) to the Shareholders containing, among other things (i) details of the Subscription, the Capitalisation, the Whitewash Waiver and the proposed increase in authorised share capital of the Company; (ii) the financial information of the Group; (iii) a letter of recommendation from the Whitewash IBC to the Independent Shareholders in respect of the Subscription and the Whitewash Waiver; (iv) a letter of recommendation from the GEM Listing Rules IBC to the Independent Shareholders in respect of the Subscription and the Capitalisation; (v) a letter from Messis Capital to the Whitewash IBC, the GEM Listing Rules IBC and the Independent Shareholders in respect of the Subscription, the Capitalisation and the Whitewash Waiver; (vi) the notice convening the EGM; and (vii) other information as required under the GEM Listing Rules and the Takeovers Code within 21 days after publication of the Announcement, which will be on or before 9 February 2012.

In view of the intervening Chinese New Year public holidays following publication of the Announcement, additional time is required to prepare and finalise certain information to be included in the Circular including, but not limited to, certain financial information of the Group. Accordingly, an application has been made to the Executive for, and the Executive has granted, a waiver from the strict compliance with Rule 8.2 of the Takeovers Code and an extension of time for despatch of the Circular to a date no later than 29 February 2012.

By Order of the Board
Bingo Group Holdings Limited
Chan Cheong Yee
Executive Director

Hong Kong, 8 February 2012

The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement contained in this announcement misleading.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market (“GEM”) of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; (2) there are no other matters the omission of which would make any statement in this announcement misleading; and (3) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

As at the date of this announcement, the executive Directors are Mr. Chiau Sing Chi, Mr. Chan Cheong Yee, Mr. Yik Chok Man and Mr. Fok Wai Ming Jackie, the non-executive Directors are Mr. Chong Lee Chang, Mrs. Chin Chow Chung Hang, Roberta, and the independent non-executive Directors are Mrs. Chen Chou Mei Mei, Vivien, Mr. Wong Chak Keung and Mr. Chum Kwan Yue Desmond.

This announcement will remain on GEM website on the “Latest Company Announcements” page for at least 7 days from the date of its posting and the Company website at www.bingogroup.com.hk.