



PRIME INVESTMENTS HOLDINGS LIMITED

(incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 721)

UNUSUAL PRICE MOVEMENT

The Board has noted decreases in the trading price of the Shares on 16 November 2007 and wishes to state that, save for the Open Offer and the announcement of annual results of the Company for the year ended 30 June 2007, the Board is not aware of any reason for such decreases.

This statement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

Reference is made to the announcement dated 14 November 2007 issued by the Prime Investments Holdings Limited (the “**Company**”) in relation to, amongst other things, the result of open offer (the “**Open Offer**”) of 1,975,755,185 offer shares at HK\$0.101 per offer share on the basis of five offer shares for every share held. Reference is also made to the announcement (the “**Result Announcement**”) of the Company dated 22 October 2007 relating to the annual results of the Company for the year ended 30 June 2007.

The board of the Company (the “**Board**”) has noted decreases in the trading price of the shares of the Company on 16 November 2007 and wishes to state that, save for the Open Offer and the Result Announcement, the Board is not aware of any reason for such decreases.

Save as disclosed above, the Board confirms that there are no negotiations or agreements relating to intended acquisitions or realisations, which are discloseable under Rule 13.23 of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on the Stock Exchange, 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, the directors of the Company individually and jointly accept responsibility for the accuracy of this statement.

By order of the Board
Wang Wen Xia
Executive Director/CEO

Hong Kong, 16 November 2007

As at the date of this announcement, the Board comprises Ms. Wang Wen Xia and Mr. Pong Po Lam, Paul and Mr. Wong Kwong Chi, Simon being the executive Directors, Mr. Lan Ning, Mr. Chan Yan Ting, Gordon, Dr. Chan Po Fun, Peter, Mr. Ding Xiaobin and Mr. Chan Wing Chung, Eric being the non-executive Directors and Dr. Cheung Wai Bun, Charles, Mr. Zhang Yong and Mr. Gu Qiu Rong being the independent non-executive Directors.