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king fook holdings limited 景福集團有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 280)

(the "Company")

Announcement - Unusual Price/Turnover Movements

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

We have noted the recent increases in price and trading volume of the shares of the Company and wish to state that we are not aware of any reasons for such changes.

We also confirm that, save as disclosed in an announcement dated 20 August, 2010 in respect of a proposal for disposal (of up to 1,314,000 shares of HK\$1 each of Hong Kong Exchanges and Clearing Limited owned by a wholly owned subsidiary of the Company) which may constitute a very substantial disposal, there are no negotiations or agreements relating to intended acquisitions or realizations which are discloseable under Rule 13.23, neither is the Board of Directors aware of any matter discloseable under the general obligation imposed by Rule 13.09, which is or may be of a price-sensitive nature.

Made by the order of King Fook Holdings Limited, the Board of Directors [except Mr. Yeung Bing Kwong, Kenneth (who is out of town) and Mr. Chan Chak Cheung, William (who is out of contact)] of which individually and jointly accept responsibility for the accuracy of this announcement.

As at the date of this announcement, the executive directors of the Company are Mr. Yeung Ping Leung, Howard, Mr. Tang Yat Sun, Richard, Mr. Cheng Ka On, Dominic, Mr. Yeung Bing Kwong, Kenneth and Ms. Fung Chung Yee, Caroline, the non-executive directors are Mr. Wong Wei Ping, Martin, Mr. Ho Hau Hay, Hamilton, Mr. Sin Nga Yan, Benedict and Mr. Yeung Ka Shing and the independent non-executive directors are Mr. Lau To Yee, Mr. Cheng Kar Shing, Peter and Mr. Chan Chak Cheung, William.

By order of the Board
Cheung Kit Man, Melina
Company Secretary

Hong Kong, 7 September, 2010