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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”)

PROFIT WARNING

Preliminary assessment of the annual results of the Group for the year ended 31 March, 2011 indicates that the Group’s profit for such year will be substantially lower than that for the previous year mainly as a result of the significant increase in lease rental.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

The directors of the Company announce pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited that preliminary assessment of the annual results of the Company and its subsidiaries (the “Group”) for the year ended 31 March, 2011 indicates that the Group’s profit for such year will be substantially lower than that for the previous year mainly as a result of the significant increase in lease rental.

The information contained in this announcement is based only on the management’s preliminary assessment after reviewing the unaudited consolidated management accounts of the Group, which are currently under review by the Company’s auditor. The Group’s annual results are subject to further review by the management and have not been finalised.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

By Order of the Board
Yeung Ping Leung, Howard
Chairman

Hong Kong, 14 June, 2011

As at the date of this announcement, the executive Directors 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.