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CHINA STAR FILM GROUP LIMITED

中國星電影集團有限公司

(formerly known as Golife Concepts Holdings Limited)

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

(Stock Code: 8172)

CHANGE OF COMPANY NAME; CHANGE OF STOCK SHORT NAME; AND CHANGE OF HEAD OFFICE AND PRINCIPAL PLACE OF BUSINESS IN HONG KONG

CHANGE OF COMPANY NAME

The Board is pleased to announce that the Certificate of Incorporation on Change of Name and the Certificate of Secondary Name were issued by the Registrar of Companies in Bermuda on 10 September 2009 certifying that the change of name of the Company from “Golife Concepts Holdings Limited” to “China Star Film Group Limited” has been registered and the new Chinese name “中國星電影集團有限公司” has been adopted as secondary name of the Company to replace “寶利福控股有限公司” which was formerly adopted by the Company for identification purpose. The Certificate of Registration of Change of Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 7 October 2009 confirming the registration of the new English name “China Star Film Group Limited” and the new Chinese name “中國星電影集團有限公司” in Hong Kong under Part XI of Companies Ordinance.

CHANGE OF STOCK SHORT NAME

The Shares will be traded on the Hong Kong Stock Exchange under the new stock short name of “China Star Film” in English and “中國星電影” in Chinese with effect from 9:30 a.m. on 23 October 2009. The stock code of the Company remains as 8172.

EFFECT OF THE CHANGE OF COMPANY NAME

The change of the name of the Company will not affect any rights of the Shareholders. All existing share certificates of the Company shall continue to be evidence of title to the Shares and valid for trading settlement, delivery and registration purposes. There will not be any arrangement for exchange of the existing share certificates for new share certificates bearing the new name of the Company.

CHANGE OF HEAD OFFICE AND PRINCIPAL PLACE OF BUSINESS IN HONG KONG

The Board is also pleased to announce that the head office and principal place of business of the Company in Hong Kong will be changed to Unit 3407, 34/F., Shun Tak Centre, West Tower, 168-200 Connaught Road Central, Hong Kong with effect from 23 October 2009.

Reference is made to the announcement of China Star Film Group Limited (formerly known as Golife Concepts Holdings Limited) (the “**Company**”) dated 31 July 2009 and the circular (the “**Circular**”) of the Company dated 12 August 2009 in relation to, among other things, the proposed change of the Company’s name. Capitalized terms used herein shall have the same meanings as those defined in the Circular unless otherwise stated.

CHANGE OF COMPANY NAME

Subsequent to the approval by the Shareholders at the SGM on 7 September 2009, the Board is pleased to announce that the Certificate of Incorporation on Change of Name and the Certificate of Secondary Name were issued by the Registrar of Companies in Bermuda on 10 September 2009 certifying that the change of name of the Company from “Golife Concepts Holdings Limited” to “China Star Film Group Limited” has been registered and the new Chinese name “中國星電影集團有限公司” has been adopted as secondary name of the Company to replace “寶利福控股有限公司” which was formerly adopted for identification purpose. Further, the Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 7 October 2009 confirming the registration of the new English name “China Star Film Group Limited” and the new Chinese name “中國星電影集團有限公司” in Hong Kong under Part XI of Companies Ordinance. Since all the conditions for the name change have been met, the name of the Company has been changed from “Golife Concepts Holdings Limited” to “China Star Film Group Limited” and the new Chinese name “中國星電影集團有限公司” shall be adopted by the Company to replace “寶利福控股有限公司”.

CHANGE OF STOCK SHORT NAME

Following the change of Company’s name becoming effective, the Shares will be traded on the Hong Kong Stock Exchange under the new stock short name of “China Star Film” in English and “中國星電影” in Chinese, instead of “Golife Concepts”, with effect from 9:30 a.m. on 23 October 2009. The stock code of the Company remains as 8172.

EFFECT OF THE CHANGE OF COMPANY NAME

The change of the name of the Company will not affect any rights of the Shareholders. All existing share certificates bearing the existing name of “Golife Concepts Holdings Limited” shall continue to be evidence of title to the Shares and valid for trading settlement, delivery and registration purposes. There will not be any arrangement for exchange of the existing share certificates for new share certificates bearing the new name of the Company. New share certificates will be issued under the new name of the Company.

CHANGE OF HEAD OFFICE AND PRINCIPAL PLACE OF BUSINESS IN HONG KONG

The Board is also pleased to announce that the head office and principal place of business of the Company in Hong Kong will be changed to Unit 3407, 34/F., Shun Tak Centre, West Tower, 168-200 Connaught Road Central, Hong Kong with effect from 23 October 2009.

By Order of the Board
China Star Film Group Limited
Lai Hok Lim
Chairman

Hong Kong, 20 October 2009

As at the date of this announcement, the executive Directors are Mr. Lai Hok Lim and Mr. Heung Wah Keung and the independent non-executive Directors are Mr. Yip Tai Him, Mr. Law Yiu Sang, Jacky and Ms. Chio Chong Meng.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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; (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.

This announcement will be published on the GEM website on the “Latest Company Announcement” page for at least 7 days from the date of publication and on the Company’s website www.golife.com.hk.