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BIRMINGHAM INTERNATIONAL HOLDINGS LIMITED **伯明翰環球控股有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2309)

ANNOUNCEMENT

This announcement is made by Birmingham International Holdings Limited (the “Company”), together with its subsidiaries (the “Group”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities (the “Listing Rules”) on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

The board (the “Board”) of directors of the Company (the “Directors”) wishes to inform the shareholders of the Company that the Group expects to make an impairment on the Intangible Assets (the “Intangible Assets”) for the year ending 30 June 2011 and the Group expects a decrease in revenue and operating expenses in the coming year ending 30 June 2012 as a result of the relegation of Birmingham City Football Club from the Premier League to the Championship League for the season 2011/2012. The Board, however, does not foresee any significant net cash outflow for the same period.

The Intangible Assets for which impairment will be made include trademark of HK\$554,709,000, players’ registrations of HK\$293,309,000 and goodwill of HK\$22,769,000, as referred to in the Company’s Interim Report 2011 for the six months period ended 31 December 2010. The actual figure of the impairment on the Intangible Assets is not yet known but will be determined after a review by the valuer and auditors in respect of the audit for the year ending 30 June 2011. A further announcement will be made as and when applicable.

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

By Order of the Board
Birmingham International Holdings Limited
Hui Ho Luek, Vico
Executive Director and Chief Executive Officer

Hong Kong, 23 May 2011

As at the date of this announcement, the executive directors of the Company are Mr. Yeung Ka Sing, Carson, Mr. Hui Ho Luek, Vico, Mr. Steven McManaman, Mr. Lee Yiu Tung, Mr. Chan Shun Wah, Mr. Ip Wing Lun and Ms. Wong Po Ling, Pauline, the non-executive director is Mr. Chan Wai Keung and the independent non-executive directors are Mr. Chang Kin Man, Mr. Yau Yan Ming, Raymond and Mr. Zhou Han Ping.