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PRIME INVESTMENTS HOLDINGS LIMITED

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

(Stock Code: 721)

PROPOSED CHANGE OF COMPANY NAME

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The Board announces that a special resolution will be proposed at a forthcoming SGM to approve the change of the Company name from “Prime Investments Holdings Limited” to “Sunshine Capital Investments Group Limited” and the new Chinese name “明陽資本投資集團有限公司” will be adopted, subject to the conditions as set out in the paragraph headed “Conditions” below.

PROPOSED CHANGE OF COMPANY NAME

The board (the “**Board**”) of directors (the “**Directors**”) of Prime Investments Holdings Limited (the “**Company**”, which together with its subsidiaries, the “**Group**”) proposes to change the name of the Company from “Prime Investments Holdings Limited” to “Sunshine Capital Investments Group Limited” and the new Chinese name “明陽資本投資集團有限公司” will be adopted, subject to the conditions as set out in the paragraph headed “Conditions” below.

Conditions

The proposed change of the Company name will be subject to the following:

1. the passing of a special resolution by the Shareholders at the forthcoming special general meeting of the Company (the “**SGM**”) to approve the change of the Company name; and
2. if necessary, the Registrar of Companies in Bermuda approving the change of the Company name.

Reasons for the change of name

The Group is principally engaged in the investments in securities and in listed and unlisted equities in the PRC and Hong Kong. As the Company's investments are mainly in the PRC and Hong Kong, it is necessary for the Company to have a Chinese name to represent its business nature. The Board considers that the Proposed Change of Company Name can more accurately reflect the current principal activities of the Group. In addition, the new name can also refresh the Company's corporate image and identity. The Board is of the opinion that the Proposed Change of Company Name will clearly benefit the Company's future business development and is in the best interests of the Company and the Shareholders as a whole.

Effects of change of the name of the Company

The change of the name of the Company will not affect any rights of the holders of securities of the Company or the Company's daily business operation and its financial position.

All existing certificates of securities in issue bearing the present name of the Company shall, after the proposed change of the name of the Company becoming effective, continue to be evidence of title to such securities and the existing share certificates will continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for exchange of the existing certificates of securities for new share certificates bearing the new name of the Company. Once the change of the name of the Company becomes effective, new share certificates will be issued only in the new name of the Company.

General

A circular containing, among other matters, details of the proposed change of the name of the Company and a notice of SGM will be despatched to the Shareholders as soon as practicable.

The Company will make further announcements as and when appropriate on the effective dates of the change of the name of the Company and the new stock short name of the Company.

By order of the Board
Prime Investments Holdings Limited
Wang Wenxia
Chairman

Hong Kong, 11 November 2009

As at the date of this announcement, the executive Directors are Ms. Wang Wen Xia and Mr. Pong Po Lam, Paul, the non-executive Directors are Dr. Chan Po Fun Peter, Mr. Ding Xiaobin, Mr. Fung Cheuk Nang Clement and Mr. Ma Jie and the independent non-executive Directors are Dr. Cheung Wai Bun Charles, Mr. Zhang Yong and Mr. Zeng Xianggao.