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## HENG TAI CONSUMABLES GROUP LIMITED

亨泰消費品集團有限公司

*(Incorporated in the Cayman Islands with limited liability)*

(Stock code: 0197)

### POSITIVE PROFIT ALERT

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a significant increase in net profit for the 2010 Annual Result as compared to the corresponding financial year of 2009.

This positive profit alert announcement is only based on the preliminary assessment by the Board in accordance with the information currently available, and is not based on any figures or information audited by the Company's auditors.

This announcement is made by Heng Tai Consumables Group Limited (the "**Company**" and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Rules (the "**Listing Rules**") Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**").

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that the audited consolidated financial results of the Group for the year ended 30 June 2010 (the "**2010 Annual Result**"), which are currently being finalised, is expected to record a significant increase in net profit as compared to the corresponding financial year of 2009. Such increase in net profit is primarily attributable to an increase in the total demand of our Group's products and a substantial decrease in the provision for doubtful debts from some of our customers which were badly affected by the global economic downturn in 2008-2009 and the improvement of the global economy in general.

This positive profit alert announcement is only based on the preliminary assessment by the Board in accordance with the information currently available, and is not based on any figures or information audited by the Company's auditors. Shareholders and potential investors should read carefully the 2010 Annual Result announcement carefully, which is expected to be published before end of October 2010.

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

By order of the Board  
**Heng Tai Consumables Group Limited**  
**Lam Kwok Hing**  
*Chairman*

Hong Kong, 18 October 2010

*As at the date of this announcement, the Board comprised three executive Directors, namely Mr. Lam Kwok Hing (Chairman), Mr. Chu Ki and Ms. Lee Choi Lin, Joecy; one non-executive Director, namely Ms. Chan Yuk, Foebé; and three independent non-executive Directors, namely Mr. John Handley, Mr. Poon Yiu Cheung, Newman and Ms. Mak Yun Chu.*