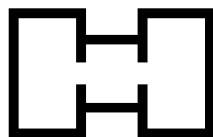


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HERALD HOLDINGS LIMITED

興利集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code : 114)

FURTHER ANNOUNCEMENT IN RELATION TO THE DISPOSAL OF PROPERTIES

On 4 August 2011, the Vendor was notified by the Purchasers that the Purchasers had nominated Art Circle Limited to take up the Formal Agreement and the subsequent assignment of the Properties.

Reference is made to the announcement (the “**Announcement**”) of the Company dated 15 July 2011 in relation to the Disposal of the Properties. Unless otherwise specified, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

On 4 August 2011, the Vendor was notified by the Purchasers that the Purchasers had nominated Art Circle Limited (the “**New Purchaser**”) to take up the Formal Agreement and the subsequent assignment of the Properties. The New Purchaser is a company incorporated in Hong Kong with limited liability and is principally engaged in the business of art trading. To the best of the Directors’ knowledge, information and belief having made all reasonable enquiries, the New Purchaser and its ultimate beneficial owners are third parties independent of the Company and its connected persons.

By Order of the Board
Herald Holdings Limited
Thong Yeung Sum Michael
Managing Director

Hong Kong, 4 August 2011

As at the date of this announcement, the Board comprises Messrs Cheung Tsang Kay Stan, Robert Dorfman, Thong Yeung Sum Michael and Tang King Hung as executive Directors, Mr Chang Dong Song as non-executive director and Messrs David Tai Chong Lie-A-Cheong, Yeh Man Chun Kent and Ng Tze Kin David as independent non-executive Directors.

**For identification only*