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Golife Concepts Holdings Limited

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 8172)

ANNOUNCEMENT

The directors of Golife Concepts Holdings Limited (the “Company”) noted decrease in trading price of the share of the Company today and wish to inform the shareholders of the Company that they are not aware of any reasons for such decrease in trading price.

This statement is made at the request of The Stock Exchange of Hong Kong Limited in accordance with Rule 17.11 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the GEM Listing Rules”).

We have noted decrease in trading price of the share of the Company today and wish to state that we are not aware of any reasons for such decrease in trading price.

We also confirm that there are no negotiations or agreements relating to intended acquisitions or realizations which are discloseable under Chapter 19 to 20 of the GEM Listing Rules, neither is the board of directors of the Company (the “Board”) aware of any matter discloseable under the general obligation imposed by Rule 17.10 of the GEM Listing, which is or may be of a price-sensitive nature.

This announcement is made by the order of the Board, the directors of which individually and jointly accept responsibility for the accuracy of this announcement.

By Order of the Board
Golife Concepts Holdings Limited
Leung Tak Wah
Executive Director

Hong Kong, 14 November 2006

As at the date of this announcement, the board of directors of the Company comprises three executive directors, namely Messrs. Lo Mun Lam, Raymond, Leung Tak Wah and Ms. Yu Wai Yin, Vicky; two non-executive director, namely Messrs. Duncan Chiu, and Richard Yen; and three independent non-executive directors, namely Messrs. Wan Kwok Pan, Sum Chun Ho, and Lum Pak Sum.

This announcement, for which the directors of the Company 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 Group. The directors of the Company, 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.