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Golife Concepts Holdings Limited

(incorporated in the Cayman Islands with limited liability)
(Stock Code: 8172)

APPOINTMENT OF EXECUTIVE DIRECTORS AND CHANGE OF COMPANY SECRETARY

The Board is pleased to announce that Mr. Lai and Mr. Lee have been appointed as executive Directors with effect from 10 November 2008.

Mr. Lai Siu Chung has resigned as the company secretary and an authorised representative of the Company with effect from 10 November 2008 due to pursue other business engagement. Mr. Lee has been appointed as the company secretary and an authorised representative of the Company with effect from 10 November 2008.

APPOINTMENT OF EXECUTIVE DIRECTORS

The board (the "Board") of directors (the "Directors") of Golife Concepts Holdings Limited (the "Company") is pleased to announce that Mr. Lai Hok Lim ("Mr. Lai") and Mr. Lee Chan Wah ("Mr. Lee") have been appointed as executive Directors with effect from 10 November 2008.

Mr. Lai Hok Lim

Mr. Lai, aged 49, is a practicing solicitor in Hong Kong since 1989. He graduated from the University of Hong Kong with a Bachelor of Arts Degree and holds a Bachelor of Arts (Law) Degree from the University of Sussex in the United Kingdom and a Bachelor of Law Degree from Beijing University in the People's Republic of China. Mr. Lai was an independent non-executive director of Brilliant Arts Multi-Media Holding Limited, a company listed on the Growth Enterprise Market ("GEM") of The Stock Exchange of Hong Kong Limited (the "Stock Exchange"), from July 2007 to November 2008.

Mr. Lai is a director of Actus Reus Limited, a company incorporated in Hong Kong, which had its business licence revoked on 20 January 2006, due to the late filing of annual returns and other statutory returns. An application was made to the Court to restore the company to the register of the Companies Registry. The Company was reinstated in accordance to the court approval in April 2006.

Mr. Lai has not entered into a service contract with the Company. In accordance with the articles of association of the Company (the "Articles"), Mr. Lai is subject to retirement by rotation and reelection at the Company's general meetings. Mr. Lai will receive a Director's fee of HK\$120,000 per annum which is determined with reference to his duties and responsibilities with the Company, the Company's performance and the prevailing market situation. The Director's fee for Mr. Lai will be reviewed annually by the Board with reference to his duties and responsibilities with the Company, the Company's performance and the prevailing market situation.

Mr. Lai does not have, and is not deemed to have any interests or short positions in any shares, underlying shares or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance ("SFO")).

Mr. Lai does not have any relationship with any existing Directors, senior management of the Company, substantial shareholders of the Company (the "Shareholders") or the controlling Shareholders (as defined in the Rules (the "GEM Listing Rules") Governing the Listing of Securities on the GEM.

Save as disclosed above, Mr. Lai does not hold any other position in the Company or any subsidiaries of the Company nor any other directorship in listed public companies in the last three years.

There is no information relating to Mr. Lai that is required to be disclosed pursuant to Rules 17.50(2)(h) to (o) and (q) to (v) of the GEM Listing Rules. Save as disclosed above, there is no other matter in relation to the appointment of Mr. Lai that needs to be brought to the attention of the Shareholders.

Mr. Lee Chan Wah

Mr. Lee, aged 40, has over 16 years experience in auditing and accounting areas. He is a member of the Association of Chartered Certified Accountants and Hong Kong Institute of Certified Public Accountants. Mr. Lee was an executive director of Global Solution Engineering Limited, a company listed on the GEM, from December 2005 to September 2007.

Mr. Lee has not entered into a service contract with the Company. In accordance with the Articles, Mr. Lee is subject to retirement by rotation and re-election at the Company's general meetings. Mr. Lee will receive a Director's fee of HK\$120,000 per annum which is determined with reference to his duties and responsibilities with the Company, the Company's performance and the prevailing market situation. The Director's fee for Mr. Lee will be reviewed annually by the Board with reference to his duties and responsibilities with the Company, the Company's performance and the prevailing market situation.

Mr. Lee does not have, and is not deemed to have any interests or short positions in any shares, underlying shares or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the SFO).

Mr. Lee does not have any relationship with any existing Directors, senior management of the Company, substantial Shareholders or the controlling Shareholders.

Save as disclosed above, Mr. Lee does not hold any other position in the Company or any subsidiaries of the Company nor any other directorship in listed public companies in the last three years.

There is no information relating to Mr. Lee that is required to be disclosed pursuant to Rules 17.50(2)(h) to (v) of the GEM Listing Rules. Save as disclosed above, there is no other matter in relation to the appointment of Mr. Lee that needs to be brought to the attention of the Shareholders.

CHANGE OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVE

Mr. Lai Siu Chung has resigned as the company secretary and an authorised representative of the Company with effect from 10 November 2008 due to pursue other business engagement. Mr. Lai Siu Chung confirmed that there is no disagreement with the Board and that there are no matters relating to his resignation that should be brought to the attention of the Stock Exchange and the Shareholders.

Mr. Lee has been appointed as the company secretary and an authorised representative of the Company with effect from 10 November 2008.

The Board wishes to express its sincere gratitude to Mr. Lai Siu Chung for his contributions to the Company during his tenure of office and would also like to take this opportunity to express its warmest welcome to Mr. Lai and Mr. Lee in joining the Company.

By Order of the Board
Golife Concepts Holdings Limited
Gouw San Bo, Elizabeth
Chief Executive Officer and Executive Director

Hong Kong, 10 November 2008

As at the date of this announcement, the Board comprises four executive Directors, namely, Ms. Gouw San Bo Elizabeth, Mr. Richard Yen, Mr. Lai Hok Lim and Mr. Lee Chan Wah; two non-executive Directors, namely Mr. Lo Mun Lam, Raymond and Mr. Duncan Chiu; and three independent non-executive Directors, namely Mr. Lum Pak Sum, Mr. Sum Chun Ho and Mr. Wan Kwok Pan.

This announcement, for which the Directors collectively and individually accept full responsibilities, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (i) the information contained in this announcement is accurate and complete in all material aspects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumption 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 and on the Company's website www.golife.com.hk.