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GOLIFE CONCEPTS HOLDINGS LIMITED

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

(Stock Code: 8172)

APPOINTMENT OF DIRECTOR

The Board is pleased to announce that Mr. Heung has been appointed as an executive Director with effect from 6 August 2009.

APPOINTMENT OF DIRECTOR

The board (the “**Board**”) of directors (the “**Directors**”) of Golife Concepts Holdings Limited (the “**Company**”) is pleased to announce that Mr. Heung Wah Keung (“**Mr. Heung**”) has been appointed as an executive Director with effect from 6 August 2009.

Reference is made to the circular of the Company dated 23 January 2009 in relation to, amongst other things, a very substantial acquisition (the “**VSA**”) on the part of the Company. It was a term of the VSA that Riche (BVI) Limited (“**Riche**”) may nominate a candidate to be appointed as an executive Director and Mr. Heung has been nominated by Riche for such directorship. The Board, having considered, amongst other things, the skills, qualification, working experience, professional knowledge, leadership and personal integrity, is of the view that Mr. Heung is a suitable candidate to be appointed as an executive Director.

Mr. Heung Wah Keung

Mr. Heung, aged 60, has over 20 years of experience in the entertainment and multi-media industries. Mr. Heung is currently an executive director and the chairman of China Star Investment Holdings Limited (stock code: 764) and China Star Entertainment Limited (stock code: 326), both of which are listed on the Main Board of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

Mr. Heung has not entered into a service contract with the Company. In accordance with the by-laws of the Company, Mr. Heung is subject to retirement by rotation and re-election at the general meetings of the Company. Mr. Heung 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. Heung 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. Heung 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).

Riche, a substantial shareholder of the Company, is the beneficial owner of 105,922,746 shares of the Company, representing approximately 16.96% of the entire issued share capital of the Company. Riche is also interested in 436,681,222 underlying shares of the Company pursuant to a convertible bond for the principal sum of HK\$100,000,000. Riche is a wholly-owned subsidiary of China Star Investment Holdings Limited, which is therefore deemed to be interested in 542,603,968 shares of the Company, which being the total number of shares of which Riche is interested in. Mr. Heung, as at the date of this announcement, is a director of Riche and is interested in 29.90% of the entire issued share capital of China Star Investment Holdings Limited. Save as disclosed above, Mr. Heung does not have any relationship with any existing directors, senior management, substantial shareholders or the controlling shareholders of the Company (as defined in the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange).

Save as disclosed above, Mr. Heung 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. Heung 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. Heung that needs to be brought to the attention of the shareholders of the Company.

By Order of the Board
Golife Concepts Holdings Limited
Lai Hok Lim
Executive Director

Hong Kong, 6 August 2009

As at the date of this announcement, the executive Directors are Mr. Heung Wah Keung, Mr. Lai Hok Lim and Mr. Lee Chan Wah; the independent non-executive Director is Mr. Yip Tai Him, Mr. Law Yiu Sang, Jacky and Ms. Chio Chong Meng.

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.