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MATRIX
MATRIX HOLDINGS LIMITED
美力時集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock code: 1005)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a loss for the year ended 31st December, 2008 as compared to a profit for the year ended 31st December, 2007.

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

This announcement is made by Matrix Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the audited results of the Group for the year ended 31st December, 2008 are expected to record a loss as compared to a profit for the year ended 31st December, 2007. The loss is principally due to a possible impairment loss of approximately HK\$62.9 million resulting from a prepaid royalty made to Global Brand Group Pte. Ltd. based on a Supply Appointment Agreement (please refer to the announcement of the Company dated 5 October 2007 for further details of the Supply Appointment Agreement) in accordance with the accounting policies adopted by the Company.

* For identification purpose only

The information in this announcement is based on the preliminary assessment by the management of the Company after reviewing and considering the unaudited management accounts of the Company. The consolidated results of the Group for the year ended 31st December, 2008 have not yet been finalized and are subject to audit by and confirmation with the auditor of the Company and thus the Board is not in a position to quantify the exact financial effects at this stage. The Group's annual results announcement for the year ended 31st December, 2008 is expected to be published by the end of March 2009.

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

As at the date hereof, the Board comprises Mr. Cheng Yung Pun, Mr. Arnold Edward Rubin, Mr. Yu Sui Chuen and Ms. Cheng Wing See, Nathalie as executive Directors and Dr. Loke Yu alias Lok Hoi Lam, Mr. Mak Shiu Chung, Godfrey and Mr. Wan Hing Pui as independent non-executive Directors.

By order of the Board
Cheng Yung Pun
Chairman

Hong Kong, 12th March, 2009