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英皇鐘錶珠寶有限公司 EMPEROR WATCH & JEWELLERY LIMITED

(Incorporated in Hong Kong with limited liability)
(Stock Code: 887)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board announces that Mr. Hanji Huang has been appointed as non-executive director of the Company with effect from 2 August 2010.

Appointment of Mr. Hanji Huang as non-executive director

The board of directors (the "Board") of Emperor Watch & Jewellery Limited (the "Company") announces that Mr. Hanji Huang ("Mr. Huang") has been appointed as non-executive director of the Company with effect from 2 August 2010. He has also been nominated as a member of the Audit Committee of the Company with effect from the same date.

Mr. Huang, aged 38, holds a Bachelor of Science Degree in Economics from Ningbo University and a Master's Degree in Business Administration from the University of San Francisco. He is a chartered financial analyst of the Association For Investment Management and Research. He has been holding senior positions in various global investment firms gaining over 10 years of experience in the equity capital market, particularly in private equity investment.

Save as disclosed above, Mr. Huang does not hold any other major appointment or professional qualification and he has not held any directorship in other public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years preceding the date of this announcement, nor does he hold any other positions with the Company and other members of the Company's group.

Pursuant to the letter of appointment entered into between the Company and Mr. Huang in respect of his appointment as non-executive director of the Company, Mr. Huang's initial term of service shall be up to the closure of the forthcoming general meeting and he shall then be eligible for re-election at that meeting. In accordance with the Articles of Association of the Company, Mr. Huang shall be subject to retirement by rotation at least once every three years at the annual general meetings of the Company since his last re-election. Mr. Huang shall be entitled to receive a director's fee of HK\$100,000 per annum which is determined by

the Board with reference to the duties and responsibilities undertaken by him as director of the Company.

Mr. Huang does not have any relationship with any director, senior management or substantial or controlling shareholder (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") of the Company, nor does he have any interests (within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong)) in the securities of the Company as at the date hereof.

Save as disclosed above, the Board is not aware of any other information in relation to Mr. Huang that is required to be disclosed pursuant to Rule 13.51(2) of the Listing Rules or any other matter that needs to be brought to the attention of shareholders of the Company in relation to Mr. Huang's appointment.

Board appreciation

The Board would like to take this opportunity to welcome Mr. Huang's joining us as non-executive director of the Company.

By order of the Board

Emperor Watch & Jewellery Limited

Cindy Yeung

Executive Director

Hong Kong, 2 August 2010

As at the date hereof and after the aforesaid appointment, the Board comprised:

Executive Directors: Ms. Cindy Yeung

Mr. Chan Hung Ming Mr. Wong Chi Fai

Ms. Fan Man Seung, Vanessa

Non-Executive Director: Mr. Hanji Huang

Independent Non-Executive Directors: Ms. Yip Kam Man

Mr. Chan Hon Piu Ms. Lai Ka Fung, May