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CHINA-HONGKONG PHOTO PRODUCTS HOLDINGS LIMITED
中港照相器材集團有限公司
(Incorporated in Bermuda with limited liability)
(Stock Code: 1123)

UNUSUAL PRICE MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

China-Hongkong Photo Products Holdings Limited (the “Company”) has noted the recent increase in price of the shares of the Company today. The Deputy Chairman of the Company was once in an occasion speaking with media that the Company wished to achieve US\$10 million sales target on skin care products in the coming 3 years followed with the acquisition of the sole distributorship rights of skincare products for Hong Kong from Fujifilm Japan effective from September 2010. Nevertheless, neither profit nor any new cooperation with Fujifilm Japan in China was mentioned in his conversation. Save for the above, the Company is not aware of any reasons for such fluctuation.

The Company also confirms that there are no negotiations or agreements relating to intended acquisitions or realizations which are discloseable under rule 13.23 of the Rules Governing the Listing of Securities on the Stock Exchange (the “Listing Rules”), neither is the board of directors (the “Board”) aware of any matter discloseable under the general obligations imposed by rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board of the Company, the directors of which individually and jointly accept responsibility for the accuracy of this statement.

By Order of the Board
Ng Yuk Wah
Executive Director

Hong Kong, 1 November 2010

As at the date of this announcement, the directors of the Company are:

Executive Directors:

Dr SUN Tai Lun, Dennis (*Chairman*)
Mr SUN Tao Hung, Stanley (*Deputy Chairman*)
Ms NG Yuk Wah, Eileen
Mr TANG Kwok Tong, Simon

Independent Non-executive Directors:

Mr AU Man Chung, Malcolm
Mr LI Ka Fai, David
Mr LIU Hui, Allan
Dr WONG Chi Yun, Allan