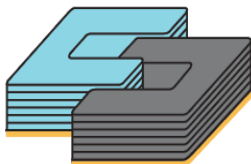


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CHI CHEUNG INVESTMENT COMPANY, LIMITED

至祥置業有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 112)

ANNOUNCEMENT PRICE-SENSITIVE INFORMATION CONCERNING 2009 ANNUAL RESULTS

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

The Board of the Company would like to inform the shareholders of the Company and the potential investors that it is anticipated that the profit of the Group in the financial results for the year ended 31st December, 2009 is likely to have significant decline in comparison of that for 2008.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

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

The directors of the Company (the “Board”) would like to inform shareholders of the Company and the potential investors that it is anticipated that the profit of the Group in the financial results for the year ended 31st December, 2009 is likely to have significant decline in comparison of that for 2008.

Based on the information available to the Company so far, the Board believes that the decline in profit is mainly attributable to the following factors:-

1. Reduction in sales of units at Gemstar Tower, Hunghom, Kowloon and the corresponding decrease in gross profit contribution to the Group; and
2. Cessation of sharing of results including fair value changes on investment properties from the former associates which were disposed of to Chinese Estates Holdings Limited and to its subsidiaries (collectively, the “Chinese Estates Group”) in the very substantial disposal and connected transaction with the Chinese Estates Group announced on 17th January, 2008 and completed on 30th September, 2008.

As the Company is still in the process of finalizing the annual results, the information contained in this announcement is only based on a preliminary assessment by the management of the Company according to the information available to it so far.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

By Order of the Board
Chi Cheung Investment Company, Limited
Lam, Kwong-wai
Company Secretary

Hong Kong, 11th March, 2010

As at the date of this announcement, the Board comprised Mr. Matthew Cheong, Veng-va and Ms. Teresa Poon, Mun-chie as executive directors and Mr. Lai, Yun-hung, Mr. Mok, Hon-sang and Mr. Wong, Tik-tung as independent non-executive directors.

Website: <http://www.chicheung.com>