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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 Company wishes to state that, except for the Group’s acquisition of the sole distributorship rights effective from September 2010 for Hong Kong for Fujifilm Japan skincare products from Fujifilm Japan of which relevant notice was given in the final result announcement in June 2010, we are not aware of any reasons for such fluctuation.

We also confirm 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  
Tang Kwok Tong  
Executive Director

Hong Kong, 18 October 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 [not in Hong Kong as at today]  
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