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JIA SHENG HOLDINGS LIMITED

嘉盛控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 729)

UNUSUAL PRICE & TURNOVER MOVEMENTS AND PLACING OF EXISTING SHARES BY EXISTING SHAREHOLDERS

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

The board of directors (the “Board”) of Jia Sheng Holdings Limited (the “Company”) has noted that the increase in the price and the increase in the trading volume of the shares of the Company (the “Shares”) today. The Company has been notified by Asset Managers (China) Fund Co., Ltd. (“AMCF”) and Bright Success Holdings Limited (“Bright Success”) that they had placed the following Shares at HK\$0.09 per Share on 1 December 2009:

AMCF : 155,000,000 Shares

Bright Success : 28,000,000 Shares

According to the last disclosure made to the Company, AMCF (a company owned as to 50% by Asset Managers (Asia) Company Limited, a substantial shareholder of the Company that separately owns approximately 17.61% of the existing issued share capital of the Company) and Bright Success (a company controlled by Mr. Yip Chi Chiu, the deputy chairman and chief executive officer of the Company, and his spouse) had notified to the Company that prior to such placing, they were respectively interested in 167,897,728 Shares and 101,142,471 Shares, representing approximately 9.17% and 5.53% of the Company’s existing issued share capital.

Save as disclosed in this announcement, the Board is not aware of any reasons for the unusual price and turnover movements and also confirms that there are no negotiations or agreements relating to any intended acquisitions or realisations 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 aware of any matter discloseable under the general obligation 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, the directors of which (except for Mr. Fei Tai Hung who is out of town and cannot be contacted before the release of this announcement) individually and jointly accept responsibility for the accuracy of this announcement.

By order of the board of
Jia Sheng Holdings Limited
Yip Chi Chiu
Deputy Chairman & Chief Executive Officer

Hong Kong, 1 December 2009

*As at the date of this announcement, the Board comprises Mr. Yip Chi Chiu** (Deputy Chairman and Chief Executive Officer), Mr. Lo Wing Yat**, Mr. So George Siu Ming** (Chief Operating Officer and Chief Financial Officer), Mr. Leung Chung Tak Barry#, Mr. Wong Kwok Kuen#, Mr. Chan Yuk Tong###, Mr. Fei Tai Hung### and Mr. Tse Kam Fow##.*

** *executive directors*

non-executive directors

independent non-executive directors

Website: <http://www.jiasheng.hk>