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大昌行集團有限公司
DAH CHONG HONG HOLDINGS LIMITED
(Incorporated in Hong Kong with limited liability)
(Stock Code: 01828)

ANNOUNCEMENT

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

The Company proposes to dispose of the Property and has decided to seek Shareholders' authorisation pursuant to the Companies Ordinance.

As the Disposal may or may not materialise, potential investors and Shareholders are advised to exercise caution when dealing in the shares of the Company.

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**").

Dah Chong Hong Holdings Limited (the "**Company**") proposes to dispose of the property (the "**Disposal**") situated at Flats B, C, D, E & F on Ground Floor including the forecourt of Nos. 152A, 152B, 152C and 152D Prince Edward Road West and Nos. 222G and 222H Fa Yuen Street, Kowloon, Hong Kong (the "**Property**"). It has decided to seek authorisation from the shareholders of the Company (the "**Shareholders**") pursuant to the Companies Ordinance (Chapter 32 of the Laws of Hong Kong) (the "**Companies Ordinance**"). A resolution seeking to authorise the Disposal at no less than HK\$110,000,000 (the "**Floor Price**") will be set out in the notice for the annual general meeting of the Company to be held on 12 May 2010 (the "**AGM**") to be despatched to the Shareholders.

Based on the book value of the Property and the Floor Price, it is estimated that a gain of approximately HK\$108,500,000 will be recorded in the consolidated accounts of the Company and its subsidiaries for the financial year ending 31 December 2010 if the Disposal materialises on or before 31 December 2010.

As the Disposal may or may not materialise, potential investors and Shareholders are advised to exercise caution when dealing in the shares of the Company.

Further details of the Disposal and the Property will be included in the notice for the AGM and the accompanying circular to be despatched to the Shareholders.

By order of the board
Dah Chong Hong Holdings Limited
Tso Mun Wai
Company Secretary

Hong Kong, 7 April 2010

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

Executive directors: Hui Ying Bun (Chairman), Chu Hon Fai, Yip Moon Tong, Mak Kwing Tim, Lau Sei Keung, Tsoi Tai Kwan, Arthur, Glenn Robert Sturrock Smith and Wai King Fai, Francis

Non-executive directors: Kwok Man Leung, Yin Ke and Fei Yiping

Independent non-executive directors: Cheung Kin Piu, Valiant, Hsu Hsung, Adolf and Yeung Yue Man