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HONG LONG HOLDINGS LIMITED
鴻隆控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1383)

(1) UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS
AND
(2) PROFIT WARNING

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”).

(1) Unusual Price and Trading Volume Movements

The board of directors (the “**Board**”) of Hong Long Holdings Limited (the “**Company**”) has noted the increase in the price and trading volume of the shares of the Company today. Save as disclosed in (i) the next paragraph regarding to the intended dispose of the entire interest in an investment property, Shenzhen Guang Long City Shopping Centre (“**Guang Long City**”) by a wholly owned subsidiary of the Company; and (ii) the paragraph (2) below regarding the profit warning of the Company, the Board wishes to state that the Board is not aware of any reasons for such increases.

A wholly owned subsidiary of the Company has intended to dispose its entire interest in Guang Long City to an independent third party. As at the date of this announcement, the terms and conditions of the transaction are still in negotiation. The details of the transaction have not yet been fixed and materialized. The future decision regarding to the disposal of the entire interest in Guang Long City will depend on the terms and conditions to be offered by the independent third party. Further announcement in this regard will be made according to the requirement of Listing Rules upon the transaction become materialized.

Save as disclosed in this announcement, the Board confirms that there are no negotiation or agreements relating to intended acquisitions or realisations which are discloseable under Rule 13.23 of 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.

(2) Profit Warning

The Board wishes to inform the shareholders of the Company and potential investors that, based on preliminary review on the Company's management accounts, the Company is expected to record a loss for the year ended 31 December 2011 as compared to the profit for the year ended 31 December 2010. Based on the information currently available, such loss was attributable to (i) the decrease in turnover and (ii) the decrease in gain on disposal of disposal subsidiaries.

This profit warning announcement is only based on the preliminary review on the management accounts of the Company, which has not been confirmed nor audited by the Company's auditors. The results of the Company for the year ended 31 December 2011 is expected to be announced before the end of March 2012. Shareholders of the Company and potential investors are advised to read carefully the results announcement of the Company when it is published.

Shareholders of the Company and public investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Hong Long Holdings Limited
Chau Cheok Wa
Chairman

Hong Kong, 9 February 2012

As at the date of this announcement, the executive Directors are Mr. CHAU Cheok Wa, Mr. ZENG Yunshu, Mr. LEE Chi Shing Caesar, Ms. YEUNG So Mui, Ms. CHENG Mei Ching, Ms. YEUNG So Lai and Mr. LEUNG Ming Ho Vincent; and the independent non-executive Directors are Dr. LI Jun, Mr. CHEUNG Ngai Lam and Mr. CHEUNG Kwok Yu.