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DICKSON CONCEPTS (INTERNATIONAL) LIMITED

迪生創建(國際)有限公司*
(incorporated in Bermuda with limited liability)

(Stock Code: 0113)

PROFIT WARNING

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

The board of directors (“the Board”) of Dickson Concepts (International) Limited (“the Company”) together with its subsidiary companies, “the Group”) wishes to inform the shareholders of the Company (“the Shareholders”) and potential investors that while the Group’s established businesses have performed satisfactorily despite the slowdown in consumer spending during the second half of the financial year ended 31st March, 2009, the Group is expected to report a significant reduction in earnings for the financial year ended 31st March, 2009. This is as a result of losses arising from the impairment of fixed assets of certain of the Group’s recent investments in retail stores.

The Board would like to stress that such impairment losses are non-cash in nature and do not affect the Group’s cash flow, and that the Group’s balance sheet and net cash position continue to be extremely strong.

The information contained in this announcement is only an assessment made by the management of the Company relying on unaudited management accounts available to the management, and such information has not been audited or reviewed by the Company’s independent auditor. Shareholders and potential investors are advised to refer to the details in the final results announcement of the Company for the financial year ended 31st March, 2009 to be released in June 2009.

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

As at the date of this announcement, the Board comprises :-

Executive Directors:

Dickson Poon (*Group Executive Chairman*)
Raymond Lee (*Deputy Chairman
and Chief Executive Officer*)
Chan Tsang Wing, Nelson
Edwin Ing
Lau Yu Hee, Gary
Ng Chan Lam

Independent Non-Executive Directors:

Bhanusak Asvaintra
Nicholas Peter Etches
Christopher Patrick Langley, OBE

By Order of the Board
Or Suk Ying, Stella
Company Secretary

Hong Kong, 19th May, 2009

** For identification purposes only*