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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)

EARNINGS UPDATE

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to report a reduction in earnings for the six months ended 30th September, 2010 when compared with the same period last year.

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

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 Listing Rules”).

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 existing businesses as a whole have performed satisfactorily during the six months ended 30th September, 2010 with increases in turnover and profits being achieved, the Group is expected to report a reduction in earnings for the six months ended 30th September, 2010 when compared with the same period last year. This is as a direct result of the discontinuation of Polo Ralph Lauren operations following the expiry of the licence agreement on 31st December, 2009 which was the subject of the Company’s announcement dated 13th February, 2009.

The Board remains confident about the Group’s future prospects given its extremely strong balance sheet and net cash position, the further development of its existing businesses and the addition of new brands to its portfolio.

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 interim results announcement of the Company for the six months ended 30th September, 2010 to be released at the end of November 2010.

Shareholders and potential investors are advised to exercise caution when 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, 29th October, 2010

** For identification purposes only*