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SAME TIME HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 451)

PROFIT WARNING

It is expected that there may be a substantial decrease in the profit of the Group for the six months ended 30 September 2009 as compared with that for the last corresponding period.

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

This announcement is made by Same Time Holdings Limited (the “Company”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and the potential investors that, based on the preliminary assessment of the management accounts of the Company and its subsidiaries (collectively, the “Group”) and information currently available to the Company, there may be a substantial decrease in the profit of the Group for the six months ended 30 September 2009 as a result of, inter alia, (i) a decrease in sales resulted from the adverse impact of the global economic downturn; (ii) an increase in depreciation expenses mainly attributable to the new factory of the Group in Jiangxi which commenced its production in March 2009; and (iii) an increase in finance costs caused by the additional loans for financing the construction and operation of the factory in Jiangxi.

The information contained in this announcement is based only on the preliminary assessment of the management accounts of the Group and such information has not been audited or reviewed by the auditor of the Company. As the Company is still in the process of finalizing the Group’s interim results for the six months ended 30 September 2009, the total impact on the profit of the Group cannot be ascertained at the moment. Investors are advised to read carefully the unaudited interim results announcement of the Company for the six months ended 30 September 2009 which is expected to be published by the end of December 2009.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Same Time Holdings Limited
Yip Sum Yin
Chairman

Hong Kong, 18 November 2009

As at the date of this announcement, the executive directors of the Company are Mr. Yip Sum Yin, Madam Yu Hung Min and Madam Yu Pei Yi; and the independent non-executive directors of the Company are Mr. Lam Kwok Cheong, Mr. Lai Wing Leung, Peter and Madam Lee Mei Ling.