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TRULY[®]

TRULY INTERNATIONAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 0732)

DECREASES IN REVENUE AND PROFIT MARGINS FOR THE YEAR ENDED 31 DECEMBER 2008

The Board wishes to inform shareholders of the Company and potential investors that it is expected that the financial results for the 2008 Full Year Period will show a significant reduction in revenue, gross and net profit margins (as compared with those in the corresponding period in 2007) due primarily to (1) the sharp decrease of revenue in the fourth quarter of 2008; (2) the additional depreciation charges for the newly operated TFT-LCD production facilities for the 2008 Full Year Period; (3) the increase in other production overheads as a result of the appreciation of Renminbi and (4) the impairment loss in inventory due to the decrease in selling prices of finished products during the fourth quarter of 2008.

Shareholders of the Company 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 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board of Directors (the “Board”) of Truly International Holdings Limited (the “Company”) wishes to inform the shareholders of the Company and potential investors that, based on the unaudited management accounts of the Company for the year ended 31 December 2008 (“2008 Full Year Period”), it is expected that the financial results of the Company for 2008 Full Year Period will show a significant reduction in revenue, gross and net profit margins compared with those in 2007. This primarily reflects (1) the sharp decrease of revenue in the fourth quarter of 2008; (2) the additional depreciation charges for the newly

operated TFT-LCD production facilities for the 2008 Full Year Period; (3) the increase in other production overheads as a result of the appreciation of Renminbi and (4) the impairment loss in inventory due to the decrease in selling prices of finished products during the fourth quarter of 2008. The Board considers that the operations and financial position of the Group remain sound and solid.

The information in this announcement is based on the Board's preliminary review of the Company's unaudited management accounts for the 2008 Full Year Period. Shareholders of the Company and potential investors should refer to the announcement of the audited results of the Company for the 2008 Full Year Period, which is expected to be published towards the end of March 2009 and the subsequent publication of the related Annual Report 2008.

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

By Order of the Board
Lam Wai Wah Steven
Chairman

Hong Kong, 11 March 2009

As at the date of this announcement, the Board comprised Mr. Lam Wai Wah, Steven, Mr. Wong Pong Chun, James, Mr. Cheung Tat Sang, James and Mr. Li Jian Hua as executive directors and Mr. Chung Kam Kwong, Mr. Ip Cho Ting, Spencer and Mr. Heung Kai Sing as independent non-executive directors.