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**TRULY®**

**TRULY INTERNATIONAL HOLDINGS LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 00732)**

**VOLUNTARY ANNOUNCEMENT**

**MONTHLY UNAUDITED TURNOVER FOR APRIL 2011**

This is a voluntary announcement made by the Company.

The Company hereby announces that the unaudited net consolidated turnover of the Group was approximately HK\$780 million for April 2011 and its unaudited net accumulative consolidated turnover for the four months ended 30 April 2011 amounted to approximately HK\$2,900 million.

The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development of the Group.

This is a voluntary announcement made by Truly International Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”).

The Board of Directors of the Company hereby announces that the unaudited net consolidated turnover of the Group was approximately **HK\$780 million for April 2011**, representing an increase of approximately 22.3% as compared with that of approximately **HK\$638 million for April 2010**. The Group’s unaudited net accumulative consolidated turnover for the **four months ended 30 April 2011 amounted to approximately HK\$2,900 million**, representing an increase of approximately 29.8% as compared with that of **approximately HK\$2,234 million for the four months ended 30 April 2010**.

By Order of the Board  
**Truly International Holdings Limited**  
**Lam Wai Wah, Steven**  
Chairman

Hong Kong, 5 May 2011

*As at the date of this announcement, the Board comprises 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.*