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TRULY[®]

TRULY INTERNATIONAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 0732)

VOLUNTARY ANNOUNCEMENT

MONTHLY UNAUDITED TURNOVER FOR FEBRUARY 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\$534 million for February 2011 and its unaudited net accumulative consolidated turnover for the two months ended February 2011 amounted to approximately HK\$1,244 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\$534 million for February 2011, representing an increase of approximately 48% as compared with that of approximately HK\$361 million for February 2010. The Group’s unaudited net accumulative consolidated turnover for the two months ended 28 February 2011 amounted to approximately HK\$1,244 million, representing an increase of approximately 40% as compared with that of approximately HK\$887 million for the two months ended 28 February 2010.

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

Hong Kong, 4 March 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.