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CHEONG MING INVESTMENTS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 1196)

POSITIVE PROFIT ALERT

This announcement is made by Cheong Ming Investments Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 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 the Company wishes to inform shareholders of the Company and potential investors that based on preliminary assessment of the management accounts of the Group and information currently available, the Group is expected to record a significant increase in net profit for the six months ended 30 September 2010 as compared with the corresponding period in 2009. Such increase in net profit was mainly attributable to an increase in the Group’s turnover due to the improvement in the export market of the Group’s customers in packaging printing division, and a gain on disposal of non-current assets held for sale during the period.

The information contained in this announcement has not been audited or reviewed by the Company’s auditors. The interim results of the Group for the six months ended 30 September 2010 is expected to be published in November 2010.

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
Cheong Ming Investments Limited
Lui Shing Ming, Brian
Chairman

Hong Kong, 29 October 2010

As at the date of this announcement, the executive Directors of the Company are Mr. Lui Shing Ming Brian, Mr. Lui Shing Cheong and Mr. Lui Shing Chung Victor and the independent non-executive Directors are Dr. Lam Chun Kong, Mr. Lo Wing Man and Dr. Ng Lai Man Carmen.