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SOUNDWILL HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 878)

SALE AND PURCHASE OF SHARES BY A CONTROLLING SHAREHOLDER

Ko Bee, being the controlling shareholder of the Company, has sold (1) the First Sale Shares at the Sale Price to Ajia Partners and (2) the Second Sale Shares at the Sale Price to Insight China on 11 November 2010.

The Sale Price of HK\$7.70 represents a premium of approximately 0.65% to the closing price of HK\$7.65 per share as quoted on the Stock Exchange at 4:00 p.m. on 10 November 2010.

The aggregate of the First Sale Shares and the Second Sale Shares represent approximately 0.21% of the entire issued share capital of the Company.

INTRODUCTION

The board (the “Board”) of directors (the “Directors”) of Soundwill Holdings Limited (the “Company”) announces that Ko Bee Limited (“Ko Bee”), being the controlling shareholder of the Company, has sold (1) 250,000 shares (the “First Sale Shares”) of HK\$0.10 each in the capital of the Company to Ajia Partners Asset Management (HK) Limited (“Ajia Partners”) and (2) 250,000 shares (the “Second Sale Shares”) of HK\$0.10 each in the capital of the Company to Insight China Focus Fund (“Insight China”) both at a price of HK\$7.70 per share (the “Sale Price”) on 11 November 2010 (the “Sale and Purchase”).

SALE AND PURCHASE

Pursuant to the Sale and Purchase, (1) Ko Bee agreed to sell and Ajia Partners agreed to purchase the First Sale Share at the Sale Price and (2) Ko Bee agreed to sell and Insight China agreed to purchase the Second Sale Shares at the Sale Price. The Sale Price of HK\$7.70 represents a premium of approximately 0.65% to the closing price of HK\$7.65 per share of the Company as quoted on The Stock Exchange of Hong Kong Limited (“Stock Exchange”) at 4:00 p.m. on 10 November 2010. The aggregate of the First Sale Shares and the Second Sale Shares represent approximately 0.21% of the entire issued share capital of the Company as at the date of this announcement.

Ajia Partners and Insight China are independent third parties not connected with any of the Directors, substantial shareholders or chief executives of the Company or any of its subsidiaries or their respective associates (as defined in the Rules (“Listing Rules”) Governing the Listing of Securities on the Stock Exchange).

The entire issued share capital of Ko Bee is beneficially owned by Madam Foo Kam Chu, Grace (“Mrs. Chan”), who is a director of the Company. Mrs. Chan is deemed to be interested in the shares of the Company held by Ko Bee by virtue of the Securities and Futures Ordinance. Therefore, the Sale and Purchase is regarded as a deemed disposal of shares of the Company made by Mrs. Chan. Immediately prior to the Sale and Purchase, Ko Bee was interested in 171,956,028 shares, representing approximately 71.36% of the entire issued share capital of the Company. Immediately following the Sale and Purchase, the interests of Ko Bee has been reduced to 171,456,028 shares, representing approximately 71.15% of the entire issued share capital of the Company.

Immediately prior to the Sale and Purchase, Mrs. Chan was interested in 172,052,630 shares, representing approximately 71.40% of the entire issued share capital of the Company. Immediately following the Sale and Purchase, the interests of Mrs. Chan has been reduced to 171,552,630 shares, representing approximately 71.19% of the entire issued share capital of the Company. In addition, Mrs. Chan is interested in 1,800,000 share options of the Company as at the date of this announcement.

By Order of the Board
Soundwill Holdings Limited
Tse Wai Hang
Company Secretary

Hong Kong, 11 November 2010

As at the date of this announcement, the Board of the Company comprises (i) executive Directors: Foo Kam Chu, Grace, Chan Wai Ling, Tse Chun Kong, Thomas and Kong Siu Man, Kenny; (ii) non-executive Directors: Liang Yanfeng and Meng Qinghui; and (iii) independent non-executive Directors: Chan Kai Nang, Kwan Kai Cheong and Pao Ping Wing.