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SOUNDWILL HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 878)

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board announces that Mr. Tse Wai Hang has been appointed as an executive director of the Company with effect from 23 November 2010.

The board of directors (the "Board") of Soundwill Holdings Limited (the "Company", together with its subsidiaries, collectively the "Group") is pleased to announce that Mr. Tse Wai Hang has been appointed as an executive director of the Company with effect from 23 November 2010.

Mr. Tse Wai Hang, aged 45, is the Group Legal Adviser of the Company. Mr. Tse is in charge of the legal and company secretarial department of the Group and is also director of certain companies of the Group. He graduated from the University of Hong Kong with a bachelor's degree in laws. He is a qualified solicitor in Hong Kong. Prior to joining the Company in 2010, Mr. Tse has over 20 years working experience in the legal field.

Mr. Tse has entered into an employment contract with the Company. He is entitled to receive a basic salary of HK\$148,000 per month and discretionary bonus. Mr. Tse's emolument is determined by reference to his individual performance and contribution, the overall performance of the Company and the prevailing economic situation and market practice. Mr. Tse has no designated length of service with the Company but he will be subject to retirement by rotation and re-election at the annual general meeting of the Company in accordance with the Bye-laws of the Company.

As at the date of this announcement, Mr. Tse has interest in 50,000 share options of the Company. Save as disclosed above, Mr. Tse (1) does not have any relationships with any directors, senior management or substantial or controlling shareholders of the Company, (2) has no interests in shares of the Company (within the meaning of Part XV of the Securities and Futures Ordinance), (3) did not hold any directorships in listed public companies in the last three years, and (4) does not have any other information that needs to be disclosed pursuant to any of the requirements as set out in rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and there is no other matters that need to be brought to the attention of the shareholders of the Company.

The Board would like to express its warmest welcome to Mr. Tse for joining the Board.

By Order of the Board
Soundwill Holdings Limited
Foo Kam Chu, Grace
Chairman

Hong Kong, 23 November 2010

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