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東方明珠創業有限公司*

Pearl Oriental Innovation Limited

(the “Company”)

(Incorporated in Bermuda with limited liability)

(Stock Code : 632)

CHANGE OF DIRECTOR

The Board announces that Mr. Dong Zhixiong has resigned as an independent non-executive director and he has been appointed as a senior consultant of the Company with effect from 1 October 2009.

Resignation of Director

The board of directors (the “Board”) of the Company announces that Mr. Dong Zhixiong (“Mr. Dong”) has resigned as an independent non-executive director of the Company with effect from 1 October 2009 due to his other engagements which require more of his dedication, however he has been appointed as a senior consultant of the Company for a period of two years with effect from 1 October 2009.

Mr. Dong has confirmed that there is no disagreement between him and the Board and there is no matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company.

The Board hereby extends its great appreciation for Mr. Dong’s contributions to the Company during his tenure of office.

As at the date hereof, the Board comprises five executive directors, namely Mr. Wong Yuk Kwan (alias: Wong Kwan), Mr. Cheung Kwok Yu, Mr. Zhou Li Yang, Mr. Zheng Yingsheng and Mr. Johnny Yuen; and four independent non-executive directors, namely Mr. Yu Jianmeng, Mr. Dong Zhixiong, Mr. Fung Hing Chiu, Cyril, and Mr. Lam Ka Wai, Graham.

By Order of the Board
Pearl Oriental Innovation Limited
Cheung Kwok Yu
Executive Director and Company Secretary

Hong Kong, 29 September 2009

* For identification purposes only