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**東方明珠創業有限公司\***  
**Pearl Oriental Innovation Limited**

(the “Company” or “Pearl Oriental”)

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 632)**

**VOLUNTARY ANNOUNCEMENT**

The directors (the “Directors”) of Pearl Oriental are pleased to announce that Dr. Lew Mon Hung, Deputy Chairman and Executive Director of the Company, purchased in aggregate 4,000,000 Shares on the open market on 30 August 2010 at an average price of HK\$1.305 per Share for a total consideration of approximately HK\$5,200,000.

It demonstrated Dr. Lew’s strong confidence in the future development potential of the Company since it is the first time for Dr. Lew to acquire Shares in the Company on the open market after his appointment as Deputy Chairman and Executive Director of the Company in December 2009.

*As at the date hereof, the Board comprises five executive Directors, namely Mr. Wong Yuk Kwan (alias: Wong Kwan), Dr. Lew Mon Hung, Mr. Cheung Kwok Yu, Mr. Zhou Li Yang and Mr. Johnny Yuen; and three independent non-executive Directors, namely Mr. Yu Jianmeng, 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, 3 September 2010

*\* For identification purposes only*