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

(Incorporated in Bermuda with limited liability)

(Stock Code: 632)

POSITIVE PROFIT ALERT

The Board wishes to inform the shareholders of the Company that, based on the preliminary review of the management accounts of the Group for the year ended 31 December 2010, the financial results of the Group is expected to record a considerable net profit whilst there was a loss recorded for the year ended 31 December 2009.

This positive profit alert announcement is based on the preliminary review of the management accounts of the Group and the information currently available to the Board, which has not been confirmed nor audited by the Company's auditors.

Shareholders and potential investors of the Company should exercise caution when dealing in the shares in the Company.

This announcement is made by Pearl Oriental Innovation 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 the shareholders of the Company (the "Shareholders") that based on the preliminary review of the management accounts of the Group for the year ended 31 December 2010, the financial results of the Group is expected to record a considerable net profit whilst there was a loss recorded for the year ended 31 December 2009. The considerable net profit for year 2010 is primarily attributable to the substantial difference between the fair value of 70% ownership interest in the Utah Gas and Oil Field and the relevant consideration of the acquisition (which was completed on 21 June 2010). The Board also wishes to inform Shareholders that acquisition of the remaining 30% ownership interest in the Utah Gas and Oil Field was completed on 11 March 2011.

This positive profit alert announcement is based on the management accounts of the Group and the information currently available to the Board, which has not been confirmed nor audited by the Company's auditors. Details of the Group's audited financial results for the year ended 31 December 2010 are expected to be announced on 31 March 2011.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

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; one non-executive director, Mr. Baiseitov Bakhytbek; 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, 22 March 2011

* *For identification purposes only*