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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)

GRANT OF SHARE OPTIONS AND INFORMATION OF A NEW DIRECTOR

Grant of share options

This announcement is made pursuant to Rule 17.06A of the Rules (the “Listing Rules”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “Board”) of the Company would like to announce that on 1 September 2011, the Company granted, subject to acceptance of the grantees, share options (the “Share Options”) to certain eligible persons under the Company’s share option scheme adopted on 15 July 2009, to subscribe for an aggregate of 7,000,000 ordinary shares of HK\$0.1 each (the “Shares”) in the Company. Details of the Share Options granted are as follows:

Date of grant :	1 September 2011
Exercise price of Share Options granted :	Each Share Option shall entitle the holder of the Share Options to subscribe for one new Share upon the exercise of the Share Option at an exercise price of HK\$1.03 per Share
Number of Share Options granted :	7,000,000 Share Options
Closing price of the Shares on the date of grant:	HK\$1.02 per Share
Validity period of the Share Options :	From 1 September 2011 to 14 July 2019

Among the total of 7,000,000 Share Options granted, 4,800,000 Share Options were granted to the director of the Company as follows:

Name of director	Position	No. of Share Options granted
Wang Tong Sai	Independent non-executive director	4,800,000

The Company believes the aforesaid grant of Share Options to directors and senior management can provide incentive to management and staff so as to encourage them to make effort and contribution to the Company. It also enables them to share results of the development of the Company and which is in the best interests of the Company as a whole.

Information of a new director

Reference is made to the announcement of the Company dated 30 August 2011. The Board of the Company would like to add that Mr. Wang Tong Sai, aged 62, does not have any relationships with any directors or senior management or substantial or controlling shareholders (as defined in the Listing Rules) of the Company.

As at the date hereof, the Board comprises three executive directors, namely Mr. Wong Yuk Kwan (alias: Wong Kwan), Dr. Lew Mon Hung and Mr. Cheung Kwok Yu; two non-executive directors, namely Mr. Baiseitov Bakhytbek and Mr. Chen Ping; and three independent non-executive directors, namely Mr. Wang Tong Sai, Mr. Yu Jianmeng 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, 1 September 2011

** For identification purposes only*