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GOOD FRIEND INTERNATIONAL HOLDINGS INC.

友佳國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2398)

ANNOUNCEMENT

PROFIT INCREASE ALERT

This announcement is made by the Company pursuant to Rule 13.09 (1) of the Listing Rules.

The Board wishes to inform Shareholders of the Company and potential investors that, based on the Company's preliminary estimates, it is expected that the profit attributable to equity holders of the Company for the year ended 31 December 2009 may increase by over 100% as compared to the Company's profit attributable to equity holders of the Company for the year 2008. As announced by the Company on 1 February 2010, a Board meeting of the Company will be held on 11 February 2010 to approve the annual results of the Group

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Good Friend International Holdings Inc. (the "**Company**") and, together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 (1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**").

Based on the review on the unaudited internal management accounts of the Group, the board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that the profit attributable to equity holders of the Company for the year ended 31 December 2009 may increase by over 100% as compared to the Company's profit attributable to equity holders of the Company for the year 2008. As announced by the Company on 1 February 2010, a Board meeting of the Company will be held on 11 February 2010 to approve the annual results of the Group. The audited consolidated results of the Group are expected to be announced on 11 February 2010.

This profit increase is only based on the preliminary review of the unaudited internal

management accounts of the Group not reviewed nor audited by the auditors of the Company.

Shareholders of the Company and potential investors are advised to exercise reasonable caution when dealing in the shares of the Company.

By order of the Board
Good Friend International Holdings Inc.
Chu Chih-Yaung
Chairman

Hong Kong, 5 February 2010

As at the date of this announcement, the Board of the Company comprises (i) five executive directors, namely Mr. Chu Chih-Yaung, Mr. Chen Hsiang-Jung, Mr. Chen Min-Ho, Mr. Wen Chi-Tang and Mr. Chiu Rung-Hsien; and (ii) three independent non-executive directors, namely Mr. Koo Fook Sun, Louis, Mr. Chiang Chun-Te and Mr. Yu Yu-Tang.