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ORANGE SKY GOLDEN HARVEST ENTERTAINMENT (HOLDINGS) LIMITED

橙天嘉禾娛樂(集團)有限公司*

(Incorporated in Bermuda with limited liability)

(Stock code: 1132)

Orange Sky Golden Harvest Entertainment (Holdings) Limited (“OSGH” or the “Company”, together with its subsidiaries, the “Group”) wishes to provide an update of the business and financial information of the Group with the objective of enabling our shareholders and potential investors to appraise the Group’s development.

This announcement is made pursuant to Rule 13.09 of the Rules governing the Listing of securities on the Stock Exchange of Hong Kong Limited (our “Listing Rules”).

UNAUDITED RESULTS FOR THE 1ST QUARTER ENDED 31 MARCH 2010

HIGHLIGHTS

	1st Quarter 2010 (unaudited)	1st Quarter 2009 (unaudited)	Change HK\$ million	%
Revenue** (HK\$ million)	290	187	+103	+55%
Gross profit** (HK\$ million)	174	108	+66	+61%
Profit from operations (HK\$ million)	41	8	+33	+413%
Profit attributable to shareholders (HK\$ million)	33	5	+28	+560%
Basic earnings per share	1.41 cents	0.26 cents		

** Revenue and gross profit include other income

	As at 31 March 2010 HK\$ million	As at 31 March 2009 HK\$ million
Cash on hand	858	353
Bank loan	78	4

* For identification purposes only

- Revenue increased by 55% to HK\$290 million
- Gross profits grew by 61% to HK\$174 million
- Profit from operations boosted to HK\$41 million, representing a 413% increase
- Cinema admissions we served on a full and aggregated basis was close to 5.9 million (Hong Kong, Mainland China, Taiwan and Singapore as a whole)

For the three months ended 31 March 2010 (“1Q10”), the Group’s revenue totaled HK\$290 million, representing an increase of 55% comparing to the same period a year ago (“1Q09”). This is partly attributable to the Group’s rapid expansion, and partly to the release of premium-priced 3D movie. Net profit for 1Q10 increased 560% to HK\$33 million comparing to 1Q09.

As of 31 March 2010, the Group’s cinema portfolio expanded to 223 screens from 181 screens a year ago. During 1Q10, the Group’s 28 cinemas’ total box office income, on a full and aggregated basis, was registered at HK\$322 million (1Q09: HK\$214 million). In Mainland China, the Group’s gross box office income more than tripled to RMB38 million in 1Q10 as compared to 1Q09.

OSGH cinema portfolio

	As of 31 March 2010		As of 31 March 2009	
	Number of sites	Number of screens	Number of sites	Number of screens
Mainland China	4	32	1	7
Hong Kong	7	33	5	24
Taiwan	8	85	7	77
Singapore	9	73	9	73
Total	<u>28</u>	<u>223</u>	<u>22</u>	<u>181</u>

The Group seeks rapid expansion in Mainland China, and by end 2010, the Group expects to operate 24 cinemas with 183 screens in Mainland China based on lease agreements signed as of 26 April 2010. It is reminded that the number may vary slightly due to the actual handover date, the progress of internal decoration and application of relevant license. As of 26 April 2010, the Group has signed lease agreements and lease agreements under negotiation to operate 420 screens by 2012 in Mainland China.

The shareholders and potential investors should note that the figures contained herein are unaudited. The Company’s shareholders and potential investors should exercise caution in dealing in the securities of OSGH and are recommended to consult their own professional advisers if they are in doubt as to their investment positions.

Save as disclosed herein, the Board is not aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

By Order of the Board
Orange Sky Golden Harvest Entertainment (Holdings) Limited
Wu Kebo
Chairman and Executive Director

Hong Kong, 26 April 2010

List of all directors of the Company as of the time issuing this announcement:

Chairman and Executive Director:

Mr. Wu Kebo

Executive Directors:

Ms. Chow Sau Fong, Fiona

Ms. Wu Keyan

(alternate to Mr. Wu Kebo)

Mr. Li Pei Sen

Mr. Chang Tat Joel

Independent Non-executive Directors:

Mr. Leung Man Kit

Mr. Huang Shao-Hua, George

Ms. Wong Sze Wing