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**POU SHENG INTERNATIONAL (HOLDINGS) LIMITED**

**寶勝國際（控股）有限公司**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 3813)**

**PROFIT WARNING**

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

The Group is expected to record a substantial reduction in its unaudited consolidated net profit for the six months ended 31 March 2009.

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

This announcement is made by Pou Sheng International (Holdings) Limited (the “Company”, 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”).

The Group is expected to record a substantial reduction in its unaudited consolidated net profit for the six months ended 31 March 2009 as compared to the unaudited consolidated net profit of the Group for the six months ended 31 March 2008.

The reduction is mainly attributable to (i) a decrease in the Group’s profit margins on the sale of *Converse* products as the Group’s exclusive brand licensee arrangement with *Converse* in People’s Republic of China expired on 31 December 2008 as disclosed in the prospectus of the Company dated 26 May 2008 in connection with its initial listing; (ii) a decrease in growth profits margin as a result of higher discounts offered as an incentive to boost the lower than expected sales in the midst of the global financial crisis and post-Olympic slow down; and (iii) increases in selling and distribution expenses.

The information contained in this announcement is only an assessment made by the management of the Company relying on unaudited consolidated management accounts of the Group, and such information has not been audited or reviewed by the Company's auditor. Shareholders of the Company and potential investors are advised to refer to the details in the interim results announcement of the Company for the six months ended 31 March 2009 which is expected to be released on 19 June 2009.

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

By Order of the Board  
**Tsai David, Nai Fung**  
*Chairman*

Hong Kong, 11 June 2009

*As at the date of this announcement, Mr. Tsai David, Nai Fung (Chairman and Non-Executive Director); Mr. Lee Chung Wen, Mr. Huang Chun Hua, Mr. Lu Ning and Ms. Chang Karen Yi-Fen are the Executive Directors; Ms. Tsai Patty, Pei Chun and Ms. Kuo, Li-Lien are the Non-executive Directors; and Mr. Chen Huan-Chung, Mr. Hu Sheng-Yih, Mr. Mak Kin Kwong and Mr. Cheng Ming Fun Paul are the Independent Non-executive Directors.*

*website: [www.pousheng.com](http://www.pousheng.com)*