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**Stock Code: 8075**  
**Website: [www.rojam.com](http://www.rojam.com)**

## **PROFIT WARNING**

This announcement is made by the Company pursuant to Rule 17.10 of the GEM Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to incur further loss for the nine months ended 31 December 2010 as compared to the loss for the nine months ended 31 December 2009, based on the current information available.

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

This announcement is made by Rojam Entertainment Holdings Limited (the “Company”, and together with its subsidiaries, the “Group”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange of Hong Kong Limited (the “GEM Listing Rules”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that it expects the Group to incur further loss for the nine months ended 31 December 2010, as compared to the loss for the nine months ended 31 December 2009. Based on information available, the loss for the nine months ended 31 December 2010 was mainly attributable to the increase in operating expenses associated with the expansion and development of the existing business and cost incurred in relation to the study of the feasibility of potential new businesses during the period.

Information contained in this announcement is only the preliminary assessment by the management of the Company based on current information available, which have not been confirmed by the Company's auditors. The unaudited third quarterly results of the Group for the nine months ended 31 December 2010 is scheduled to be published on 11 February 2011.

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

By order of the Board  
**Etsuko Hoshiyama**  
*Company Secretary*

Hong Kong, 1 February 2011

As at the date of this announcement, the Board comprises three executive directors, namely Ms. Etsuko Hoshiyama, Mr. Chan Chi Ming, Alvin and Mr. Luk Hong Man, Hammond; and four independent non-executive directors, namely Mr. Chan Chi Yuen, Mr. Zhang Xi, Mr. Yeung Wai Hung, Peter and Mr. Wong Kam Choi.

*This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the GEM website at [www.hkgem.com](http://www.hkgem.com) on the "Latest Company Announcements" page for at least 7 days from the date of its posting and on the website of the Company at [www.rojam.com](http://www.rojam.com).*