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China Fortune Financial Group Limited

(formerly known as “China Fortune Group Limited 中國富強集團有限公司”)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 290)

Website: <http://www.290.com.hk>

CHANGE OF COMPANY NAME, LOGO AND STOCK SHORT NAME

The Board is pleased to announce that the name of the Company has been changed from “China Fortune Group Limited 中國富強集團有限公司” to “China Fortune Financial Group Limited 中國富強金融集團有限公司”. The logo of the Company has also been changed accordingly.

The Shares will be traded on the Stock Exchange under the new stock short name of “C FORTUNE FIN” in English and “中國富強金融” in Chinese with effect from 9:00 a.m. on 29 September 2011. The stock code of the Company will remain as “290”.

Reference is made to the circular (the “Circular”) of China Fortune Financial Group Limited (formerly known as China Fortune Group Limited) (the “Company”) dated 18 July 2011 in relation to, among other things, the proposed change of name of the Company. Capitalised terms used herein have the same meanings as those defined in the Circular unless otherwise specified.

CHANGE OF COMPANY NAME AND LOGO

The special resolution regarding the change of name of the Company from “China Fortune Group Limited 中國富強集團有限公司” to “China Fortune Financial Group Limited 中國富強金融集團有限公司” was passed by the Shareholders at the EGM held on 19 August 2011.

The Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in the Cayman Islands on 22 August 2011. The Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company was issued by the Registrar of Companies of the Hong Kong Special Administrative Region on 20 September 2011.

As a result of the change of name of the Company, the logo of the Company has also been changed. The new logo will be printed on all corporate documents of the Company, including but not limited to, the Company's share certificates, promotional materials, interim and annual reports and corporate stationery. The Company's existing logo and the new logo are set out below:

Existing Logo:



New Logo:



CHANGE OF STOCK SHORT NAME

The English stock short name of the Company will be changed from “CH FORTUNE GP” to “C FORTUNE FIN” and the Chinese stock short name will be changed from “中國富強集團” to “中國富強金融”. The Shares will be traded on the Stock Exchange under the new stock short name with effect from 9:00 a.m. on 29 September 2011. The stock code of the Company will remain as “290”.

EFFECT OF CHANGE OF COMPANY NAME AND ADOPTION OF NEW LOGO

The change of name and the adoption of the new logo of the Company will not affect any of the rights of the Shareholders. All existing share certificates in issue bearing the former name of the Company will continue to be evidence of legal title to the Shares and will be valid for trading, settlement, delivery and registration purposes. There will not be any arrangement for free exchange of the existing share certificate of the Company. With effect from 29 September 2011, new share certificates will be issued in the new name of the Company.

By Order of the Board
China Fortune Financial Group Limited
Ng Cheuk Fan, Keith
Managing Director

Hong Kong, 23 September 2011

As at the date of this announcement, the Board consists of five Executive Directors, namely Mr. Zhang Min (Chairman), Mr. Ng Cheuk Fan, Keith (Managing Director), Mr. Yeung Kwok Leung, Mr. Hon Chun Yu and Mr. Xia Yingyan; one Non-executive Director, Mr. Wong Kam Fat, Tony (Vice-chairman) and three Independent Non-executive Directors, namely, Mr. Tam B Ray Billy, Mr. Ng Kay Kwok and Mr. Lam Ka Wai, Graham.