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HISENSE KELON ELECTRICAL HOLDINGS COMPANY LIMITED

海信科龍電器股份有限公司

(A joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock Code: 00921)

**ANNOUNCEMENT ON
RESIGNATION OF DIRECTOR
CHANGE OF AUTHORIZED REPRESENTATIVE AND
CHANGE OF THE PERSON IN CHARGE OF FINANCE**

On 15 September 2011, the board of directors of Hisense Kelon Electrical Holdings Company Limited (the "Company") received the resignation from Ms. Liu Chun Xin, director of the Company, that Ms. Liu Chun Xin resigned as a director of the Company due to own family reasons with effect from the date of this announcement. The board of directors of the Company agrees to the resignation of Ms. Liu Chun Xin and expresses its gratitude to her for her contribution to the Company during her tenure of office. Ms. Liu Chun Xin has confirmed with the board of the directors of the Company that she has no disagreement with the board of the directors during her directorship and there is no matter that needs to be brought to the attention of the holders of the securities of the Company and The Stock Exchange of Hong Kong Limited.

Following the resignation of Ms. Liu Chun Xin as director of the Company, Ms. Liu Chun Xin will cease to be an authorized representative and the person in charge of finance of the Company and Mr. Xiao Jian Lin, a director of the Company, will become one of the authorized representatives of the Company and Mr. Wang Hao will become the person in charge of finance of the Company in her stead with effect from 15 September 2011.

By order of the Board of

Hisense Kelon Electrical Holdings Company Limited

Tang Ye Guo

Chairman

As at the date of this announcement, the Company's directors are Mr. Tang Ye Guo, Mr. Ren Li Ren, Ms. Yu Shu Min, Mr. Lin Lan and Mr. Xiao Jian Lin; and the Company's independent non-executive

directors are Mr. Zhang Sheng Ping, Mr. Cheung Yui Kai, Warren and Mr. Wang Ai Guo.

Foshan City, Guangdong, the PRC, 15 September 2011

Note 1: Brief biographical details of Mr. Wang Hao

Mr. Wang Hao, aged 32, has served as the head of Finance Department of Qingdao Hisense Electric Co., Ltd., the deputy chief accountant of Liaoning Hisense Electronics Co., Ltd., and the deputy head of International Marketing and Finance Department of Hisense Kelon Electrical Holdings Company Limited. From May 2006 to January 2008, he was the deputy head of Finance Department of Hisense Kelon Electrical Holdings Company Limited. He has been the deputy general manager of Hisense Ronshen (Guangdong) Refrigerator Co., Ltd. since January 2008.