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UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

The board of directors (the “Board”) has noted today’s increases in the price and trading volume of the shares of Samson Paper Holdings Limited (the “Company”) and wish to state that we are not aware of any reasons for such increases.

Save as disclosed in the announcements of the Company dated 13 July 2007 in relation to a connected and major transaction in relation to the proposed acquisition of Kingsrich Group Limited which are discloseable under Chapters 14A and Chapter 14 of the Rules Governing the Listing of Securities on the Stock Exchange (the “Listing Rules”), the Board confirms that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under rule 13.23 of the Listing Rules, neither is the Board 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.

This announcement is made by the order of the Board, the directors of the Company collectively and individually accept responsibility for the accuracy of this announcement.

By order of the Board
Mr. LEE Yue Kong, Albert
Company Secretary

Hong Kong, 18 July 2007

As at the date of this announcement, the Board comprises of five executive directors, namely Mr. SHAM Kit Ying, Mr. LEE Seng Jin, Mr. CHOW Wing Yuen, Ms. SHAM Yee Lan, Peggy and Mr. LEE Yue Kong, Albert, one non-executive director, Mr. LAU Wang Yip, Eric and three independent non-executive directors, namely Mr. PANG Wing-Kin, Patrick, Mr. TONG Yat Chong and Mr. NG Hung Sui, Kenneth.