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SAMSON PAPER HOLDINGS LIMITED

森信紙業集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 731)

POSITIVE PROFIT ALERT

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

The Board of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the consolidated management accounts of the Group, which have not been audited by the Company's auditors, the Group is expected to record a significant increase in its consolidated profit attributable to shareholders of the Company for the year ended 31 March 2010 as compared to that for the corresponding year in 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 Samson Paper 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 board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the consolidated management accounts of the Group, which have not been audited by the Company's auditors, the Group is expected to record a significant increase in its consolidated profit attributable to shareholders of the Company for the year ended 31 March 2010 as compared to that for the corresponding year in 2009 due to (i) recovery in paper industry; and (ii) significant growth in sales volume and gross profit margin arising from the core operations of paper business.

The information contained in this announcement is only based on the Company's preliminary assessment of the consolidated management accounts of the Group for the year ended 31 March 2010, which have not been audited by the Company's auditors. The audited results of the Group for the year ended 31 March 2010 will be announced as soon as practicable.

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
SAMSON PAPER HOLDINGS LIMITED
Mr. LEE Yue Kong, Albert
Company Secretary

Hong Kong, 21 June 2010

As at the date of this announcement, the Board comprises 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.

* *for identification purposes*