



FINANCIAL SERVICES GROUP

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PRESS RELEASE

CASH Financial Services Group Discontinues Discussion on Potential Disposal of Financial Services Business

(Hong Kong, 14 September 2010) – Celestial Asia Securities Holdings Limited (CASH, SEHK: 1049), together with its subsidiary, CASH Financial Services Group Limited (CFSG, SEHK: 510), today announce that CFSG has decided not to proceed with the negotiation in relation to the potential disposal of financial services business.

Mr. Bankee Pak-hoo KWAN, Chairman of both CASH and CFSG commented, “Despite the halt in discussion, CFSG will continue to leverage on our competitive edges in IT advancement and comprehensive product offerings, to relentlessly pursue our China business strategy.”

About CASH Financial Services Group (CFSG)

CASH Financial Services Group Limited (“CFSG”) is a leading financial services conglomerate that has been servicing clients in Hong Kong for more than 30 years. CFSG offers a comprehensive range of premier financial products and services catering to the investment and wealth management needs of clients in China. CFSG operates one of Hong Kong’s prime securities and commodities brokerages. The investment banking division serves regional corporations on a broad range of corporate finance and financial advisory matters. Another professional arm of CFSG is wealth management, which offers mid to long-term investment products to better serve the various investment and financial planning needs of our clients. CASH Asset Management provides one-stop asset management service for corporate and individual clients to achieve highest risk-adjusted return in this fast changing investment environment. The Group is listed on the main board of the Hong Kong Stock Exchange [SEHK: 510]. For more information, please visit www.cashon-line.com.

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