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**Celestial Asia Securities
Holdings Limited**
*(incorporated in Bermuda with limited
liability)*
(Stock code: 1049)



**CASH Financial Services
Group Limited**
*(incorporated in Bermuda with limited
liability)*
(Stock code: 510)

JOINT ANNOUNCEMENT

PRICE SENSITIVE INFORMATION

AND

RESUMPTION OF TRADING

This announcement is made by CASH and CFSG jointly pursuant to Rule 13.09(1) of the Listing Rules.

The Boards wish to inform the shareholders of CASH and CFSG and potential investors that CASH and CFSG were approached in writing by an independent third party in respect of its interest in acquiring the financial services business of CFSG and/or becoming a substantial shareholder of CFSG through acquisition of the existing shares in CFSG from CASH. CFSG has entered into a letter of intent on 19 July 2010 with such independent third party regarding such possible transaction with further terms to be negotiated and concluded by the parties.

The possible transaction, if materializes, may constitute a very substantial disposal for each of CASH and CFSG under Chapter 14 of the Listing Rules. CASH and CFSG will comply with relevant requirements under the Listing Rules and make any further announcement(s) (if necessary).

As the terms of the possible transaction are still under negotiation and no legally binding formal agreement has been entered into by CASH and CFSG as at the date of this announcement, the possible transaction may or may not proceed. **Shareholders of CASH and CFSG and potential investors are advised to exercise caution when dealing in the shares of CASH and CFSG.**

Trading in the shares of CASH and CFSG on the Stock Exchange was suspended from 9:30 am on 19 July 2010 at the request of CASH and CFSG. CASH and CFSG have applied to the Stock Exchange for resumption of trading in their respective shares from 9:30 am on 20 July 2010.

This announcement is made by Celestial Asia Securities Holdings Limited (“CASH”) and CASH Financial Services Group Limited (“CFSG”, a subsidiary of CASH) jointly pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“Listing Rules”).

The boards of directors of CASH and CFSG (“Boards”) jointly announce that CASH and CFSG were approached in writing by an independent third party in respect of its interest in acquiring the financial services business of CFSG and/or becoming a substantial shareholder of CFSG through acquisition of the existing shares in CFSG from CASH. CFSG has entered into a letter of intent on 19 July 2010 with such independent third party regarding such possible transaction with further terms to be negotiated and concluded by the parties.

The financial service business of CFSG comprises online and traditional brokerage of securities, options, futures, and leveraged foreign exchange contracts and mutual funds and insurance-linked investment products, and provision of margin financing, corporate finance, financial advisory and asset management services.

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As the terms of the possible transaction are still under negotiation and no legally binding formal agreement has been entered into by CASH and CFSG as at the date of this announcement, the possible transaction may or may not proceed. **Shareholders of CASH and CFSG and potential investors are advised to exercise caution when dealing in the shares of CASH and CFSG.**

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On behalf of the board of CASH
Bankee P Kwan
Chairman

On behalf of the board of CFSG
Benson Chan
Chief Executive Officer

Hong Kong, 19 July 2010

As at the date hereof, the board of directors of CASH comprises:-

Executive directors:

Mr Kwan Pak Hoo Bankee
Mr Law Ping Wah Bernard
Mr Ng Kung Chit Raymond

Independent non-executive directors:

Mr Leung Ka Kui Johnny
Mr Wong Chuk Yan
Dr Chan Hak Sin

As at the date hereof, the board of directors of CFSG comprises:-

Executive directors:

Mr Kwan Pak Hoo Bankee
Mr Chan Chi Ming Benson
Mr Law Ping Wah Bernard
Mr Cheng Man Pan Ben
Mr Yuen Pak Lau Raymond

Independent non-executive directors:

Mr Cheng Shu Shing Raymond
Mr Lo Kwok Hung John
Mr Lo Ming Chi Charles