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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

Reference is made to the joint announcements of CASH and CFSG dated 19 July 2010, 20 July 2010 and 30 July 2010 respectively in relation to the Possible Transaction.

The Boards announce that CFSG has decided not to proceed with the negotiation in relation to the Possible Transaction and the Possible Transaction will not proceed. **Shareholders of CASH and CFSG and potential investors are advised to exercise caution when dealing in the shares of CASH and CFSG.**

Reference is made to the joint announcements of Celestial Asia Securities Holdings Limited (“CASH”) and CASH Financial Services Group Limited (“CFSG”, a 48.32%-owned subsidiary of CASH) dated 19 July 2010, 20 July 2010 and 30 July 2010 respectively in relation to the possible disposal of financial service business of CFSG conducted by its wholly-owned subsidiaries to an independent third party (“Possible Transaction”).

The boards of directors of CASH and CFSG (“Boards”) announce that CFSG has decided not to proceed with the negotiation in relation to the Possible Transaction and the Possible Transaction will not proceed. **Shareholders of CASH and CFSG and potential investors are advised to exercise caution when dealing in the shares of CASH and CFSG.**

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, 14 September 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