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CASH Financial Services Group Limited ("CFSG")

(incorporated in Bermuda with limited liability)
(Stock code: 510)

ANNOUNCEMENT PURSUANT TO RULE 13.09 OF THE LISTING RULES

This joint announcement is made by CFSG and CASH pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange.

The boards of directors ("Boards") of Celestial Asia Securities Holdings Limited ("CASH") and CASH Financial Services Group Limited ("CFSG") have noted the recent drop in the share prices and unusually large increases in the trading volumes of CASH and CFSG from 8 to 17 June 2011.

The Boards have also noted certain malicious rumors recently reported on certain local Hong Kong newspapers that, among others, there were dispute among significant shareholders of CFSG and/or there were force-sell of the shares held by the significant shareholders of CFSG and/or CASH as a result of unsatisfied margin calls. There were other unreported malicious rumors spread in the market against CASH, CFSG and their respective significant shareholders (together the "Malicious Rumors").

The Boards consider that the substantial drop in share prices and unusually large increases in trading volume are very unusual which coupled with the Malicious Rumors have led to a belief that there might be false or unorderly market activities and/or short selling activities by certain market participants and/or investors. The Boards have reported the matters to the Securities and Futures Commission this morning to consider if any investigatory action is warranted and are seeking legal advice if legal actions should be taken against those who have created or spread the Malicious Rumors and/or report the matters to the Police.

The Boards would like to confirm that the Malicious Rumors are totally groundless and untrue and also respectively confirm that the financial positions and operations of CFSG and CASH remain solid and sound. CFSG and CASH have obtained the utmost confidence and relentless support from its significant shareholders. Cash Guardian Limited ("Cash Guardian") and Abdulrahman Saad Al-Rashid & Sons Company Limited ("ARTAR") have respectively purchased a total of 18,054,000 shares and 95,052,000 shares (representing around 2.9% in total) in CFSG in the market for the period from 9 June 2011 and up to 13 June 2011 (as announced by CFSG on 10 and 13 June 2011). Cash Guardian has further acquired around 48 million shares (representing around 1.3%) in CASH through exercising convertible note of CASH on 17 June 2011.

Shareholders of CFSG and CASH and potential investors are advised to exercise caution when dealing in the shares of CFSG and CASH.

On behalf of the CASH Board **Bankee P Kwan** *Chairman & CEO*

On behalf of the CFSG Board **Benson Chan** *CEO*

Hong Kong, 20 June 2011

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

Executive directors: Independent non-executive directors:

Mr Kwan Pak Hoo Bankee Mr Leung Ka Kui Johnny Mr Law Ping Wah Bernard Mr Wong Chuk Yan Mr Ng Kung Chit Raymond Dr Chan Hak Sin

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

Executive directors: Independent non-executive directors:

Mr Kwan Pak Hoo Bankee Mr Cheng Shu Shing Raymond
Mr Chan Chi Ming Benson Mr Lo Kwok Hung John
Mr Law Ping Wah Bernard Mr Lo Ming Chi Charles
Mr Cheng Man Pan Ben
Ms Cheng Pui Lai Majone