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New Universe International Group Limited

新宇國際實業（集團）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8068)

UNUSUAL PRICE MOVEMENT

The Board has noted today's increase in price of the Shares and wish to state that, save for the announcement dated 3 August 2006 made by the Company in relation to the Investment which constitutes a very substantial acquisition of the Company, the Capital Reorganisation, the Rights Issue and the proposed amendments to the Articles, the Board is not aware of any reasons for such movement.

Shareholders should be aware that the Rights Issue may or may not proceed and the Shareholders and potential investors are advised to exercise caution when dealing in the Shares and consult their professional advisers if they are in any doubt about their positions.

This announcement is made at the request of the Stock Exchange of Hong Kong Limited.

Capitalized terms used in this announcement shall have the same meanings as defined in the Company's announcement dated 3 August 2006 ("Announcement") unless otherwise defined herein.

The Board has noted today's increase in price of the Shares and wish to state that, save for the Announcement in respect of (i) the Investment which constitutes a very substantial acquisition of the Company, (ii) the Capital Reorganisation; (iii) the Rights Issue, and (iv) the proposed amendments to the Articles, the Board is not aware of any reasons for such movement.

Shareholders should be aware that the Rights Issue may or may not proceed and the Shareholders and potential investors are advised to exercise caution when dealing in the Shares and consult their professional advisers if they are in any doubt about their positions.

Save as disclosed above, the Board also confirms that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Chapters 19 to 20 of the GEM Listing Rules, neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 17.10 of the GEM Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board, the directors of which collectively and individually accept responsibility for the accuracy of this announcement.

By order of the Board
New Universe International Group Limited

XI Yu
Chairman

Hong Kong, 23 August 2006

As at the date of this announcement, the Board comprises Mr. XI Yu, Ms. KUNG May Lan and Ms. CHEUNG Siu Ling as executive Directors and Dr. CHAN Yan Cheong, Mr. YUEN Kim Hung, Michael and Mr. HO Yau Hong, Alfred as independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief:

- (i) the information contained in this announcement is accurate and complete in all material respects and not misleading;*
- (ii) there are no other matters the omission of which would make any statements in this announcement misleading; and*
- (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.*

This announcement will remain on the "Latest Company Announcements" page of the GEM website at www.hkgem.com for at least 7 days from the day of its posting.