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SmarTone Telecommunications Holdings Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 00315)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform shareholders of the Company and potential investors that the Group expects its consolidated profit attributable to equity holders for the six months ended 31 December 2010 ("1H FY11") will be better than the full-year results for the year ended 30 June 2010. The Board considers that the increase is attributable to strong increase in service revenue arising from increase in both customer number and average revenue per user (ARPU) during 1H FY11.

Shareholders of the Company and potential investors are advised to exercise caution in dealing in the shares of the Company.

This announcement is made by SmarTone Telecommunications Holdings Limited (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

The board of directors of the Company (the "Board") wishes to inform shareholders of the Company and potential investors that the Group expects its consolidated profit attributable to equity holders for the six months ended 31 December 2010 ("1H FY11") will be better than the full-year results for the year ended 30 June 2010. The Board considers that the increase is attributable to strong increase in service revenue arising from increase in both customer number and average revenue per user (ARPU) during 1H FY11.

The information contained in this announcement is only a preliminary assessment by the Company based on information currently available and is not based on any figures or information reviewed by the Company's auditors. The interim results of the Group for 1H FY11 will be announced by the Company in late February 2011.

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By order of the Board
SmarTone Telecommunications Holdings Limited
Alvin Yau-hing Mak
Company Secretary

Hong Kong, 10 January 2011

As at the date of this announcement, the Executive Directors of the Company are Mr Douglas Li and Mr Patrick Kai-lung Chan; Non-Executive Directors are Mr Raymond Ping-luen Kwok, Mr Wing-yui Cheung, Mr David Norman Prince, Mr Wing-chung Yung, Mr Thomas Hon-wah Siu, Mr Alfred Wing-kit Tsim and Mr. John Anthony Miller; Independent Non-Executive Directors are Dr Eric Ka-cheung Li, JP, Mr Leung-sing Ng JP, Mr Xiang-dong Yang and Mr Eric Fock-kin Gan.