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Rosedale Hotel Holdings Limited
珀麗酒店控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 1189)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record an unaudited net profit for the six months ended 30 June 2010 as compared to an unaudited net loss for the six months ended 30 June 2009.

The information contained in this positive profit alert announcement is only based on the preliminary assessment of the unaudited management accounts of the Group by the management of the Company and is not based on any figures or information which has been reviewed by the Company's auditors.

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

This announcement is made by Rosedale Hotel Holdings Limited (the "Company" and together with its subsidiaries, the "Group") pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities (the "Listing Rules") on The Stock Exchange of Hong Kong Limited.

The board of directors (the "Board") of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record an unaudited net profit for the six months ended 30 June 2010 as compared to an unaudited net loss for the six months ended 30 June 2009. The expected improvement in the results of the Group was mainly attributable to the gain on disposal of the 90% equity interest in HKWOT (BVI) Limited which was completed on 27 May 2010.

The information contained in this announcement is only based on preliminary assessment of the unaudited management accounts of the Group by the management of the Company and is not based on any figures or information which has been reviewed by the Company's auditors. The interim results of the Group for the six months ended 30 June 2010 are yet to be finalized and the unaudited interim results announcement of the Group for the six months ended 30 June 2010 is expected to be published on 27 August 2010.

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

By Order of the Board
Rosedale Hotel Holdings Limited
Chan Ling, Eva
Managing Director

Hong Kong, 18 August 2010

As at the date of this announcement, the Board comprises:

Executive Directors:
Mr. Cheung Hon Kit *(Chairman)*
Ms. Chan Ling, Eva *(Managing Director)*
Dr. Yap, Allan
Mr. Chan Pak Cheung, Natalis

Independent Non-Executive Directors:
Mr. Kwok Ka Lap, Alva
Mr. Poon Kwok Hing, Albert
Mr. Sin Chi Fai