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NOBLE CENTURY INVESTMENT HOLDINGS LIMITED

仁瑞投資控股有限公司

(formerly known as Sam Woo Holdings Limited 三和集團有限公司*)

(Incorporated in Bermuda with limited liability)

(Stock code: 2322)

**CHANGE OF COMPANY NAME,
CHANGE OF STOCK SHORT NAME AND
CHANGE OF COMPANY WEBSITE**

CHANGE OF COMPANY NAME

The Board is pleased to announce that the Certificate of Incorporation on Change of Name was issued by the Bermuda Registry of Companies on 10 September 2012 certifying that the change of name of the Company from “Sam Woo Holdings Limited” to “Noble Century Investment Holdings Limited” has been registered and the new Chinese name “仁瑞投資控股有限公司” has been adopted by the Company to replace “三和集團有限公司” which was previously adopted for identification purpose. The Certificate of Registration of Change of Name of non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 15 October 2012 confirming the registration of the new English name “Noble Century Investment Holdings Limited” and the new Chinese name “仁瑞投資控股有限公司” in Hong Kong under Part XI of Companies Ordinance.

CHANGE OF STOCK SHORT NAME

The Shares will be traded on the Stock Exchange under the new stock short name of “NOBLE CENTURY” in English and “仁瑞投資” in Chinese with effect from 9:00 a.m. on 29 October 2012. The stock code of the Company remains as 2322.

CHANGE OF COMPANY WEBSITE

The website of the Company will be changed from <http://samwooholdings.com.hk> to <http://www.noblecentury.hk> with effect on 19 November 2012.

Reference is made to the circular (the “**Circular**”) of Noble Century Investment Holdings Limited 仁瑞投資控股有限公司 (formerly known as Sam Woo Holdings Limited) (the “**Company**”) dated 27 July 2012 and the notice of the AGM (the “**AGM Notice**”) dated 27 July 2012 and clarification announcement dated 16 August 2012 and 17 August 2012 respectively in relation to, among other things, the proposed change of the Company’s name. Capitalized terms used herein shall have the same meanings as those defined in the Circular unless otherwise stated.

CHANGE OF COMPANY NAME

Pursuant to the approval by the Shareholders at the AGM on 3 September 2012, the Board is pleased to announce that the Certificate of Incorporation on Change of Name was issued by the Bermuda Registry of Companies on 10 September 2012 certifying that the change of name of the Company from “Sam Woo Holdings Limited” to “Noble Century Investment Holdings Limited” has been registered and the new Chinese name “仁瑞投資控股有限公司” has been adopted by the Company to replace “三和集團有限公司” which was previously adopted for identification purpose. Further, the Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 15 October 2012 confirming the registration of the new English name “Noble Century Investment Holdings Limited” and the new Chinese name “仁瑞投資控股有限公司” in Hong Kong under Part XI of Companies Ordinance. Since all the conditions for the name change have been met, the name of the Company has been changed from “Sam Woo Holdings Limited” to “Noble Century Investment Holdings Limited” and the new Chinese name “仁瑞投資控股有限公司” shall be adopted by the Company.

Accordingly, the Company has also adopted a new logo which will be printed on all corporate documents of the Company.

EFFECT OF THE CHANGE OF COMPANY NAME

The change of Company’s name will not affect any right of the Shareholders or the Company’s daily business operation and its financial position. All existing share certificates bearing the existing name of “Sam Woo Holdings Limited” shall continue to be evidence of title to the Shares and valid for trading settlement, delivery and registration purposes.

New share certificates of the Company will be issued in the new name of the Company in any subsequent issue of Shares after the change of Company’s name has become effective. However, Shareholders may exchange the existing share certificates for new share certificates at the branch registrar of the Company in Hong Kong, Tricor Tengis Limited at 26th Floor, Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong free of charge for one month from 29 October 2012 to 29 November 2012 (both date inclusive). Thereafter, any exchange of new share certificates will be handled by Tricor Tengis Limited on payment of a fee of HK\$2.50 (or such higher fee as may be allowed by the Stock Exchange from time to time) for each share certificate for Shares cancelled or each new share certificate issued, whichever number of certificates cancelled / issued is higher.

CHANGE OF STOCK SHORT NAME

Following the change of Company's name becoming effective, the Shares will be traded on the Stock Exchange under the new stock short name of "NOBLE CENTURY" in English and "仁瑞投資" in Chinese, instead of "Sam Woo" and "三和集團", with effect from 9:00 a.m. on 29 October 2012. The stock code of the Company remains as 2322.

CHANGE OF COMPANY WEBSITE

The website of the Company will be changed from <http://samwooholdings.com.hk> to <http://www.noblecentury.hk> with effect on 19 November 2012.

By order of the Board

Noble Century Investment Holdings Limited

Zheng Juhua

Chairman

Hong Kong, 19 October 2012

As at the date of this announcement, the executive Directors are Ms. Zheng Juhua, Mr. Chan Chi Yuen and Mr. Chen Shaohua; the independent non-executive Directors are Mr. Man Kwok Leung, Mr. Yu Pak Yan, Peter and Mr. Chi Chi Hung, Kenneth.

** for identification purpose only*