



(For immediate release)

Prosten Technology Announces FY2009/2010 First Quarter Results

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Maintained Healthy Financial Position

Highlights:

For the three months ended 30 June 2009:

- Consolidated revenue totaled HK\$15,234,000
- Gross profit was HK\$12,323,000
- Gross profit margin decreased to 81% from 88% for the same period of last year
- Profit attributable to equity holders of the Company was HK\$561,000 or HK\$1,414,000 when excluding fair value loss of convertible bonds
- The Group's cash and bank balances increased by 43% year-on-year to HK\$80,326,000.

(6 August 2009, Hong Kong) - China's leading wireless search services provider, Prosten Technology Holdings Limited ("Prosten" or the "Company"; Stock Code: 08026.HK) today announced the unaudited consolidated results of the Company and its subsidiaries (the "Group") for the three months ended 30 June 2009 (the "Review Period").

For the Review Period, profit attributable to equity holders was HK\$561,000 as compared to HK\$12,184,000 for the same period of last year. Excluding the impact of fair value loss of convertible bonds, profit attributable to equity holders would have been HK\$1,414,000. Basic earnings per share were 0.09 Hong Kong cents (1Q2008/09: 2.04 Hong Kong cents).

"Under the severe economic conditions brought about by the global financial crisis, the general public's consuming desire declined. Hence the entertainment and consuming industries are affected, and therefore the Group's revenue was inevitably impacted as well. We have taken prudent measures to streamline our operations and to control our costs. As a result, the Group's financial position remained in good shape during the period under review, providing a solid foundation for our sustained growth in the future," said Mr. Yip Heon Keung, Executive Director of the Company.

The Group generated HK\$15,234,000 consolidated revenue for this quarter as compared to HK\$40,327,000 for the corresponding period in 2008. Gross profit for this quarter was HK\$12,323,000 as compared to HK\$35,477,000 for the same period of last year. Gross profit margin decreased to 81% from 88% for the corresponding



period of last year. Overall operating costs were reduced by 15% to HK\$11,546,000 from the same period of last year.

Under the prudent management, the financial position of the Group continued to improve. Its cash and cash equivalents amounted to HK\$80,326,000 as at 30 June 2009, up 43% compared to 30 June 2008.

During the quarter under review, the Group provided mobile users wireless music search for the songs performed in the “2009 Super Girl” (2009 快樂女聲), a popular singing contest organized by the Hunan Satellite TV Station. The Group also focused on promoting its wireless music search services embedded in SIM cards and mobile handsets, so as to explore different sales channels. Through these activities, the Group has further strengthened its market position and increased public awareness of its wireless search services. The Group continued to improve users’ experience and enhanced their loyalty with improved functionalities of the Group’s patented search engine.

Looking forward, Mr. Yip Heon Keung commented, “The operating environment in this financial year is full of challenges. We will continue to strengthen efforts in promoting music search services. Moreover, we will seek new sources of revenue from the provision of data mining services, and will continue exploring more cooperation opportunities with other telecom operators.”

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About Prosten

Prosten Technology Holdings Limited was listed on GEM (Stock Code: 8026) in March 2000. Through its subsidiary, Unison Networking Services (Shanghai) Co., Ltd, Prosten became the sole provider of wireless music search services for China Mobile in January 2007. Prosten’s wireless search services are delivered through SMS and WAP, etc on portable devices and are available throughout the country, with more than 180 million total mobile users.

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