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MATRIX

MATRIX HOLDINGS LIMITED

美力時集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 1005)

POSITIVE PROFIT ALERT

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

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a profit for the year ended 31st December, 2009 as compared to a loss for the year ended 31st December 2008.

This positive profit alert announcement is based on the unaudited consolidated management accounts of the Company, which audit is currently being conducted by the Company's independent auditors. The audited consolidated financial statements of the Company for the year ended year ended 31st December 2009 are still being finalized.

Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.

This announcement is made by Matrix 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 (the "Board") of the Company wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that based on the unaudited consolidated management accounts of the Company, which audit is currently being conducted by the Company's independent auditors, the Group is expected to record a profit for the year ended 31st December 2009 as compared to a loss for the year ended 31st December 2008. The Board considers that the turnaround of the results of the Group is principally attributable to (i) no further impairment loss resulting from a prepaid royalty was made this year as an impairment loss had been made last year; (ii) improvement of gross profit margins due to the reduction of material prices under the economic downturn; and (iii) tighter cost control measures implemented by the Group.

This positive profit alert announcement is based on the unaudited consolidated management accounts of the Company, which audit is currently being conducted by the Company's independent auditors. The audited consolidated financial statements of the Company for the year ended year ended 31st December 2009 are still being finalized. Details of the financial information of the Group will be disclosed in the Group's annual results announcement for the year ended 31st December 2009 in due course.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board of
Cheng Yung Pun
Chairman

Hong Kong, 15th March, 2010

As at the date hereof, the Board comprises Mr. Cheng Yung Pun, Mr. Arnold Edward Rubin, Mr. Yu Sui Chuen, Ms. Cheng Wing See, Nathalie, Mr. Cheung Kwok Sing, Mr. Leung Hong Tai and Mr. Tse Kam Wah as executive Directors; Dr. Loke Yu alias Loke Hoi Lam, Mr. Mak Shiu Chung, Godfrey and Mr. Wan Hing Pui as independent non-executive Directors.

** For identification purpose only*