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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)

APPOINTMENT OF EXECUTIVE DIRECTOR

<p>The Board announces that Mr. Tsang Chung Wa has been appointed as executive director of the Company with effect from 11th January, 2011.</p>

The board of directors (the “Board”) of Matrix Holdings Limited (the “Company” and together with its subsidiaries, the “Group”) announces that Mr. Tsang Chung Wa (“Mr. Tsang”) has been appointed as executive director of the Company with effect from 11th January, 2011.

Mr. Tsang, aged 47, holds a Diploma in Management Studies awarded jointly by The Hong Kong Management Association and The Hong Kong Polytechnic University. He has over 22 years’ experience in the operation, sales and production management of toy industry. His experience ranges from managing marketing activities of the corporations in the base outside Hong Kong to business development. He joined the Group over 10 years and is currently responsible for the marketing management and the related business management works.

There was no service agreement between the Company and Mr. Tsang in respect of his appointment as executive director of the Company. Mr. Tsang will have no fixed term of service with the Company for being an executive director of the Company but will be subject to retirement by rotation and re-election at the Company’s annual general meeting in accordance with the bye-laws of the Company. Mr. Tsang is entitled to receive the annual remuneration of an aggregated amount of about HK\$780,000 (inclusive of other benefits (if any)) under the employment contract entered with the Company’s overseas subsidiary for his marketing director related titles in some of the Group’s members. His emolument would be determined by the Board (except determining his own remuneration) and/or the remuneration committee subject to the authorization granted by the Shareholders in the general meeting of the Company from time to time.

As at the date of this announcement, Mr. Tsang holds approximately 0.58% of the issued share capital of the Company (beneficially interested in 1,124,251 ordinary shares and 3,000,000 underlying shares derived from the share option granted).

Save as disclosed above, he does not (i) hold other positions with the Company and other members of the Group; (ii) have any directorship in any public listed companies of which are listed on any securities market in Hong Kong or overseas in the past three years; (iii) have other major appointments and professional qualifications; (iv) have any relationship with any directors, senior management or substantial or controlling shareholders (as defined in The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”)) of the Company; and (v) have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save as disclosed above, Mr. Tsang has confirmed that there are no other matters that need to be brought to the attention of the shareholders of the Company in connection with his appointment and there is no information to be disclosed pursuant to paragraphs (h) to (v) of Rule 13.51(2) of the Listing Rules.

The Board would like to express its warm welcome to Mr. Tsang Chung Wa to join the Board.

By order of the Board
Cheng Yung Pun
Chairman

Hong Kong, 11th January, 2011

As at the date of this announcement, 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, Mr. Tsang Chung Wa and Mr. Tse Kam Wah as executive Directors and 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*