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TSE SUI LUEN JEWELLERY (INTERNATIONAL) LIMITED

謝瑞麟珠寶(國際)有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 417)

ANNOUNCEMENT UNDER RULE 13.09(1) OF THE LISTING RULES

The Board announces that the Company has employed Mr. TSE Tat Fung, Tommy as its Chief Merchandising Officer and Mr. TSE Sui Luen as its Founder.

The board (the “**Board**”) of directors (the “**Directors**”) of Tse Sui Luen Jewellery (International) Limited (the “**Company**”) announces that, with effect from 1 September 2011, it has employed Mr. TSE Tat Fung, Tommy and Mr. TSE Sui Luen.

Mr. TSE Tat Fung, Tommy is the spouse of the Company’s Chairman and Chief Executive Officer, Ms. YAU On Yee, Annie and is also the controlling shareholder of the Company. Mr. TSE Tat Fung, Tommy has been employed as the Company’s Chief Merchandising Officer and will be responsible for merchandise supply matters and the development of the Company’s product range.

Mr. TSE Sui Luen is the Company’s founder and is the father of Mr. TSE Tat Fung, Tommy and father-in-law of Ms. YAU On Yee, Annie. Mr. TSE Sui Luen has been employed as an adviser to the Company and will have the title ‘Founder’. He will provide general strategic advice to the Company and liaise with industry participants given his many years of experience in the jewellery business.

The Directors are satisfied that each of Mr. TSE Tat Fung, Tommy and Mr. TSE Sui Luen are being employed on normal commercial terms that are fair and reasonable and in the interests of the Company’s shareholders as a whole, in particular given their respective industry connections, knowledge and experience. Although the employment of each constitutes a continuing connected transaction for the Company, their respective aggregate remuneration packages are below the de minimis threshold provided in Listing Rule 14A.33(3), making the respective arrangements exempt, from the reporting, annual review, announcement and independent shareholders’ approval requirements. Should this ever cease to be the case, the Company will comply with the relevant provisions of Chapter 14A of the Listing Rules at the relevant time. Neither Mr. TSE Tat Fung, Tommy nor Mr. TSE Sui Luen is being appointed as a director of the Company.

* *For identification purpose only*

When trading in the Company's shares resumed in June 2009, following a suspension of more than three years, this was largely a result of the Company demonstrating the steps taken to improve its internal control systems, in particular as regards the manner of its dealings with travel agents and tour guides bringing parties to the Group's showrooms. The Directors have sought to maintain and improve upon those standards since the resumption of trading of the Company's shares, and will continue to do so, recognising that robust internal controls and good corporate governance are critical to the confidence of the Company's stakeholders including all of its shareholders and to its creditors, customers and suppliers.

By Order of the Board
Tse Sui Luen Jewellery (International) Limited
LAI Tsz Mo, Lawrence
Company Secretary

Hong Kong, 30 August 2011

At the date of this announcement, the Board comprises:

Executive Directors:

Ms. YAU On Yee, Annie
Mr. Erwin Steve HUANG
Mr. LAI Tsz Mo, Lawrence

Independent Non-executive Directors:

Mr. CHUI Chi Yun, Robert
Mr. HENG Ching Kuen, Franklin
Mr. CHAN Yue Kwong, Michael