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HISENSE KELON ELECTRICAL HOLDINGS COMPANY LIMITED

海信科龍電器股份有限公司

(a joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock Code: 00921)

ANNOUNCEMENT ON RECOGNITION AS

HIGH-AND-NEW TECHNOLOGICAL ENTERPRISE

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Upon joint examination and approval by the Guangdong Science and Technology Department, Guangdong Provincial Finance Bureau, the Guangdong Provincial Office of State Administration of Taxation and Guangdong Provincial Local Taxation Bureau, and after having filed of the result with the Office of Leading Group for Certification and Administration of High-and-New Technological Enterprises (全國高新技術企業認定管理工作領導小組辦公室) for the record, Hisense Ronshen (Guangdong) Freezer Co., Ltd. ("Ronshen Freezer"), a wholly-owned subsidiary of Hisense Kelon Electrical Holdings Company Limited, has been officially recognized as a High-and-New Technological Enterprise, with the certification number as: GR200944000796.

According to the relevant taxation policies of the State on High-and-new technological enterprises, for the three years starting from 2009 to 2011, Ronshen Freezer is entitled to a preferential income tax rate of 15% (the enterprise income tax rate applicable to the Ronshen Freezer was 18% for the year 2008).

According to the PRC accounting standards, the audited income from principal business and net profit of the Ronshen Freezer for the year 2008 are RMB410,939,436.43 and RMB3,907,417.84, respectively.

By order of the board of directors
**Hisense Kelon Electrical Holdings Company
Limited**
Tang Ye Guo
Chairman

Foshan City, Guangdong, the PRC, 12 March 2010

As at the date of this announcement, the directors of the Company are Mr. Tang Ye Guo, Mr. Zhou Xiao Tian, Ms. Yu Shu Min, Mr. Lin Lan, Ms. Liu Chun Xin and Mr. Zhang Ming; and the independent non-executive directors are Mr. Zhang Sheng Ping, Mr. Lu Qing and Mr. Cheung Yui Kai, Warren.