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H.K. JEWELRY CO.

HONG KONG JEWELLERY HOLDING LIMITED
香港珠寶控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 8048)

CHANGES OF COMPANY NAME AND COMPANY WEBSITE

The Company has changed its name from “Excel Technology International Holdings Limited” to “Hong Kong Jewellery Holding Limited” and adopted “香港珠寶控股有限公司” as its secondary name with effect from 20 November 2012.

The English and Chinese Stock Short Names of the Company will be changed from “EXCEL TECH” and “志鴻科技” to “H.K. JEWELRY” and “香港珠寶” respectively with effect from 9:00 a.m. on 7 January 2013. The stock code of the Company of “8048” remains unchanged.

The Board also wishes to announce that the website of the Company will be changed to www.hkjewelry.net with effect from 7 January 2013.

Reference is made to the announcement of Hong Kong Jewellery Holding Limited (formerly known as Excel Technology International Holdings Limited) (the “**Company**”) dated 10 October 2012 (the “**Announcement**”) and the circular of the Company dated 16 October 2012 (the “**Circular**”) relating to the proposed change of company name and the adoption of secondary name of the Company. Unless otherwise defined in this announcement, terms used in this announcement shall have the same meaning as those defined in the Circular.

CHANGE OF COMPANY NAME

The Board is pleased to announce that the special resolution for the change of name of the Company from “Excel Technology International Holdings Limited” to “Hong Kong Jewellery Holding Limited” and the adoption of “香港珠寶控股有限公司” as its secondary name was duly passed by the shareholders of the Company (the “**Shareholders**”) at the Special General Meeting held on 7 November 2012. The Certificate of Incorporation on Change of Name and the Certificate of Secondary Name were issued

to the Company by the Registrar of Companies of Bermuda on 22 November 2012 confirming that the Change of Name was registered in Bermuda on 20 November 2012 which, as advised by Conyers Dill & Pearman, the Company's legal advisers on Bermuda law, is the effective date of the Change of Name.

The Change of Name has also been registered with the Companies Registry in Hong Kong and the Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 24 December 2012.

TRADING ARRANGEMENT

Market participants should note that the stock short name for trading in the shares of the Company on the Stock Exchange will be changed from "EXCEL TECH" to "H.K. JEWELRY" in English and "志鴻科技" to "香港珠寶" in Chinese with effect from 9:00 a.m. on 7 January 2013. The stock code of the Company of "8048" remains unchanged.

EFFECT OF CHANGE OF COMPANY NAME

As stated in the Announcement and the Circular, the Change of Company Name will not affect any of the rights of the existing Shareholders. All existing share certificates in issue bearing the former name of the Company will continue to be evidence of title to the Shares and will remain valid for trading, settlement and registration purposes. Accordingly, there will not be any arrangement for the exchange of the existing share certificates of the Company for new share certificates bearing the new name of the Company. As the Change of Company Name has become effective, new share certificates of the Company will be issued in the new company names of the Company.

CHANGE OF COMPANY WEBSITE

The Board also wishes to announce that the website of the Company will be changed to www.hkjewelry.net with effect from 7 January 2013.

On behalf of the Board
Hong Kong Jewellery Holding Limited
Li Xia
Chairman

Hong Kong, 2 January 2013

As at the date of this announcement, the Board comprises:

Li Xia (Executive Director)

Lin Di (Executive Director)

Chen Yin (Executive Director)

Yip Tin Hung (Executive Director)

Zee Chan Mei Chu, Peggy (Executive Director)

Lam Tin Faat (Independent Non-executive Director)

Lu Haina (Independent Non-executive Director)

Fu Ping Man (Independent Non-executive Director)

The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website for at least seven days from the date of its posting and on the website of the Company at www.hkjewelry.net.

The English text of this announcement shall prevail over its Chinese text in case of any inconsistency.