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E. BON HOLDINGS LIMITED
(Incorporated in the Cayman Islands with limited liability)
怡邦行控股有限公司

(Stock Code: 599)

OFFER OF SHARE OPTIONS

This announcement is made pursuant to Rule 17.06A of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the 'Listing Rules') (the 'Stock Exchange').

The Board of Directors (the 'Board') of E. Bon Holdings Limited (the 'Company') announces that on 27 January 2011, the Company offered a grant of 7,700,000 share options (the 'Options') under the Company's Share Option Scheme adopted on 9 September 2010 (the 'Scheme') to certain eligible Employees (as defined in the rules of the Scheme), subject to their acceptance. The details of the Options offered are set out below:

Date of Grant	: 27 January 2011
Number of Options granted	: 7,700,000
Exercise price of Options granted	: HK\$0.814, which represents the highest of (i) the closing price of HK\$0.80 per Share as stated in the daily quotation sheets on the Stock Exchange on 27 January 2011, being the Date of Grant; and (ii) the average closing price of HK\$0.814 per Share as stated in the daily quotation sheets of the Stock Exchange for the five business days immediately preceding the Date of Grant.
Closing price of Shares on the Date of Grant	: HK\$0.80
Validity period of the Options	: The Options are exercisable commencing on 27 January 2012 and expiring on 26 January 2014

3,330,000 of the above Options were granted to the following grantees, each of whom is a Director and substantial Shareholder of the Company, or an associate of them (as defined in the Listing Rules):

<u>Name</u>	<u>Position in the Company</u>	<u>Number of Options granted</u>
Mr. Tse Sun Fat, Henry	Director	180,000
Mr. Tse Sun Po, Tony	Director	200,000
Mr. Lau Shiu Sun	Director	600,000
Mr. Yick Kai Chung	Director	600,000
Mr. Fung Cheuk Hang, Jackie	Director	400,000
Mr. Tse Hon Kit, Kevin	Director	220,000
Mr. Tse Sun Ming, Almond	Senior Manager (also the cousin of Mr. Tse Sun Po, Tony)	360,000
Mr. Tse Sun Lung, Alan	Senior Manager (also the cousin of Mr. Tse Sun Po, Tony)	120,000
Ms. Tsang Lai Ping, Maria	Founder and Chief Cashier (also the mother of Mr. Tse Hon Kit, Kevin)	300,000
Ms. Lau Mei Fong	Senior Retail Manager (also the sister-in-law of Mr. Tse Sun Po, Tony)	350,000

Save as disclosed in this announcement, none of the grantees is a Director, chief executive or substantial Shareholder of the Company, or an associate (as defined in the Listing Rules) of any of them.

By Order of the Board
E. Bon Holdings Limited
Lau Shiu Sun
Executive Director

Hong Kong, 27 January 2011

As at the date hereof, the Board of Directors comprises nine Directors, of which six are Executive Directors, namely Messrs. TSE Sun Fat, Henry, TSE Sun Po, Tony, LAU Shiu Sun, YICK Kai Chung, FUNG Cheuk Hang, Jackie and TSE Hon Kit, Kevin and three are Independent Non-executive Directors, namely Messrs. LEUNG Kwong Kin, J.P., WONG Wah, Dominic and WAN Sze Chung.