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**HENGXIN**  
恒芯中國

## **Heng Xin China Holdings Limited** **恒芯中國控股有限公司\***

*(Incorporated in Bermuda with limited liability)*

(Stock Code: 8046)

### **VOLUNTARY ANNOUNCEMENT** **UPDATE ON BUSINESS DEVELOPMENT ON THE DIGITAL CABLE** **TELEVISION PROJECT IN HEBEI**

The Board is pleased to announce that the digital cable television cooperation project in Hebei province is in smooth progress with the number of subscriber increases in scale.

This announcement is made by Heng Xin China Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis with the purpose of keeping shareholders and potential investors of the Company informed of its latest business development.

Reference is made to the announcements of the Company dated 26 November 2010 and 27 December 2010 in relation to the cooperation agreement with Hebei Television Broadcasts and Information Network Group Co., Ltd. (河北廣電信息網絡集團股份有限公司, “**HBTN**”).

The board of directors of the Company (the “**Board**”) is pleased to announce that following the cooperation project in Hebei province with HBTN has been launched and the Group’s share of operating net income for the first 100,000 subscribers for the digital cable television service has been transferred to the Group in December 2010, another 200,000 subscribers and the relevant share of revenues have been successfully transferred to the Group in the first quarter of 2011. It is estimated that the revenue recognised from the Group’s digital cable television business in Hebei province in this quarter will increase almost 100% when compared to that of the previous quarter. A further 100,000 subscribers are currently being transferred to the Group and the Group is expecting the annual plan for Hebei project will be fully completed in the next few months.

\* For identification purposes only

With the number of subscriber increases in scale, the digital cable television cooperation project in Hubei province is in smooth progress and the Group will reinforce its position as one of the leading operator in the PRC engaging in the construction of a state-of-art digital cable broadcasting delivery system.

By Order of the Board  
**HENG XIN CHINA HOLDINGS LIMITED**  
**Xiao Yan**  
*Chief Executive Officer*

Hong Kong, 1 April 2011

*As at the date of this announcement, the Board comprises Mr. Xiao Yan (CEO), Mr. Feng Yongming and Mr. Li Tao as executive directors; Mr. Xu Lei as non-executive director; Mr. Leung Wo Ping JP, Mr. Dong Shi and Mr. Hu Dingdong as independent non-executive directors.*

*This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market (“GEM”) of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the GEM website on the “Latest Company Announcement” page for at least 7 days from the date of its posting and on the website of the Company at [www.hengxinchina.com.hk](http://www.hengxinchina.com.hk)*