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Deson Development International Holdings Limited

迪臣發展國際集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 262)

**ANNOUNCEMENT UNDER 13.09 OF THE LISTING RULES
ACQUISITION OF LAND USE RIGHT OF A DEVELOPMENT SITE IN KAI FENG
CITY, THE PEOPLE'S REPUBLIC OF CHINA
AND
RESUMPTION OF TRADING**

This announcement is made pursuant to Rule 13.09(1) of the Listing Rules.

The Board is pleased to announce that on 16 February 2012, DPDK had successfully won the bid for the acquisition of land use right of the Site at the Auction. The consideration for acquisition of the land use right of the Site is RMB134.3 million (approximately HK\$161.2 million). DPDK intends to use the Site for development into a residential and commercial complex with an estimated gross floor area of approximately 95,510 square meters.

Trading in the Shares was suspended at the request of the Company with effect from 9:00 a.m. on 17 February 2012 pending the release of this announcement. An application has been made by the Company to the Stock Exchange for trading in the Shares to resume from 9:00 a.m. on 20 February 2012.

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 (the “**Listing Rules**”).

The board of directors (the “**Board**”) of Deson Development International Holdings Limited (the “**Company**”) is pleased to announce that on 16 February 2012, Deson Property Development (Kaifeng) Co., Ltd. (迪臣置業發展(開封)有限公司) (“**DPDK**”), an indirect wholly-owned subsidiary of the Company, had successfully won the bid for the acquisition of land use right of a development site (the “**Acquisition**”) situated at Core Lot No. 2012-1, Zheng Kai Avenue, Kai Feng, the People’s Republic of China (the “**Site**”) at a public auction (the “**Auction**”) held by The Land and Resources Bureau of Kai Feng City (開封市國土資源局) (the “**Bureau**”).

* For identification purpose only

The consideration for the Acquisition is RMB134.3 million (approximately HK\$161.2 million). Upon the successful bidding in respect of the Site, DPDK entered into a confirmation letter with the Bureau confirming the terms of the successful bidding at the Auction on 16 February 2012 (the “**Auction Confirmation Letter**”), pursuant to which the Land Use Right Transfer Contract for the assignment of the land use right of the Site shall be entered into between DPDK and the Bureau on or before 1 March 2012, being 10 business days from the date of the Auction Confirmation Letter. As at the date of this announcement, DPDK has paid a deposit of RMB17.5 million (approximately HK\$21.0 million) as part of the consideration.

DPDK intends to use the Site for development into a residential and commercial complex with an estimated gross floor area of approximately 95,510 square meters. The Board considers the Acquisition is a transaction of a revenue nature in the ordinary and usual course of business of the Company and its subsidiaries, on normal commercial terms and in the interest of the Company and its shareholders as a whole.

Save as disclosed herein, the Company confirms that there are no other negotiations or agreements relating to the Acquisition which are discloseable under the Listing Rules and neither is the Board aware of any other matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price sensitive nature.

SUSPENSION AND RESUMPTION OF TRADING

At the request of the Company, trading in the shares of the Company (the “**Shares**”) was suspended with effect from 9:00 a.m. on 17 February 2012 pending the release of this announcement. An application has been made by the Company to The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) for trading in the Shares to resume from 9:00 a.m. on 20 February 2012.

For the purpose of this announcement, unless otherwise indicated, the exchange rate at HK\$1.2 = RMB1 has been used, where applicable, for the purpose of illustration only and does not constitute a representation that any amount has been, could have been or may be exchanged.

By Order of the Board of

Deson Development International Holdings Limited

Tjia Boen Sien

Managing Director and Deputy Chairman

Hong Kong, 17 February 2012

As at the date of this announcement, the executive Directors of the Company are Mr. Lu Quanzhang, Mr. Tjia Boen Sien, Mr. Wang Jing Ning and Mr. Keung Kwok Cheung, and the independent non-executive Directors of the Company are Dr. Ho Chung Tai, Raymond, Mr. Siu Man Po and Mr. Wong Shing Kay, Oliver.