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**HC INTERNATIONAL, INC.**

**慧聪网有限公司\***

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8292)**

**UNUSUAL PRICE MOVEMENT  
AND  
CLARIFICATION ANNOUNCEMENT**

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board (the “**Board**”) of directors (the “**Directors**”) of HC International, Inc. (the “**Company**”) has noted today’s increase in price and trading volume of the shares of the Company and wishes to state that it is not aware of any reason for such movement.

The Board has further noted certain press articles recently concerning that the Company will cooperate with, Baidu (百度), Google (谷歌), Soso (搜搜) and Sogou (搜狗) search engines, and that the Company will invest RMB40,000,000 for the purchase of better B2B search engine key words for related products from the said search engines.

The Board wishes to clarify that a press conference was held on 13 January 2011 by the Company to promote its latest product called “Biao Wang (標王)” 3.0. At the said press conference, Baidu (百度), Google (谷歌), Soso (搜搜) and Sogou (搜狗), being the search engine services providers which the Company has been cooperating with, entered into separate letters of intent, respectively, with the Company in relation to future advertisement business cooperation (including search ranking service) in 2011. Pursuant to these letters of intent, the aggregate transaction amount arising from such cooperation is contemplated to be

\* For identification purposes only

RMB40,000,000. But actual terms and amount of transactions are to be further agreed upon under separate agreement(s) to be entered into with each of these services providers with reference to the actual demand of the Company's ultimate customers.

The Board also confirms that there are no negotiations or agreement relating to intended acquisitions or realizations which are discloseable under Chapter 19 to 20 of The Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange (the "GEM Listing Rules"), nor is the Board aware of any matter discloseable under the general obligations imposed.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By order of the Board  
**HC International, Inc.**  
**Guo Jiang**  
*Chief Executive Officer and Executive Director*

Beijing, the PRC, 14 January 2011

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

*Mr. Guo Fansheng (Executive Director and Chairman)*  
*Mr. Guo Jiang (Executive Director and Chief Executive Officer)*  
*Ms. Guo Bingbing (Executive Director)*  
*Mr. Li Jianguang (Non-executive Director)*  
*Mr. Zhang Ke (Independent non-executive Director)*  
*Mr. Xiang Bing (Independent non-executive Director)*  
*Mr. Guo Wei (Independent non-executive Director)*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquires, confirm that, to the best of their knowledge and belief: (i) the information contained in this announcement is accurate and complete in all material respects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.*

*This announcement will remain on the pages of "Latest Company Announcements" on the GEM website at <http://www.hkgem.com> for at least 7 days from the date of its posting.*