



MAINLAND HEADWEAR HOLDINGS LIMITED

飛達帽業控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock code: 1100)

15 September 2010

Dear Shareholder(s),

**Mainland Headwear Holdings Limited (the “Company”)
Notice of publication of Interim Report 2010 (“Interim Report”)**

An Interim Report of the Company for the six months ended 30 June 2010 (the “Interim Report”) is now available (in English and Chinese) on the Company’s website at www.mainland.com.hk and on the HKExnews website at www.hkexnews.hk. The Interim Report can be found by clicking “Investor Relations” on the home page of the Company’s website.

Shareholders who have chosen (or are deemed to have consented) to receive the Company’s Corporate Communications ^(Note) by electronic means through the Company’s website in place of receiving printed copies thereof and to receive by email (or, if email address has not been properly provided, by post) may request a printed copy of the Interim Report.

If you have any difficulty in receiving or gaining access to the Interim Report posted on the Company’s website for any reason, we will, promptly upon your request, send a printed copy of the Interim Report to you free of charge. The aforesaid request should be sent to the Company’s Hong Kong Branch Share Registrar in Hong Kong, Tricor Tengis Limited (the “Hong Kong Branch Share Registrar”), at 26/F., Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong. Such request can also be sent to the Hong Kong Branch Share Registrar by completing Part A of the enclosed postage prepaid Change Request Form.

Further, you may change your choice of language and/or means of receipt of future Corporate Communications at any time by reasonable notice in writing to, or by completing Part B of the enclosed postage prepaid Change Request Form, a copy of which can also be downloaded from the Company’s website and on the HKExnews website, and returning to, the Company’s Hong Kong Branch Share Registrar at the address stated above, or by sending an email to the Company’s Hong Kong Branch Share Registrar at mainland-ecom@hk.tricorglobal.com.

If you have any queries about how to obtain a printed copy of the Interim Report or about how to access the Interim Report on the Company’s website, please call our Hong Kong Branch Share Registrar’s hotline at (852) 2980 1333 from 9:00 a.m. to 5:30 p.m. on Mondays to Fridays (excluding public holidays).

Yours faithfully,
For and on behalf of
Mainland Headwear Holdings Limited
Ngan Hei Keung
Chairman

Note: Corporate Communications include but not limited to annual reports, summary financial reports (where applicable), interim reports, summary interim reports (where applicable), notices of meetings, listing documents, circulars and proxy forms of the Company.

* For identification purpose only

