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北京北大青鳥環宇科技股份有限公司

BEIJING BEIDA JADE BIRD UNIVERSAL SCI-TECH COMPANY LIMITED

(a joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock code: 08095)

**DISCLOSEABLE TRANSACTION
REGARDING
DISPOSAL OF EQUITY SECURITIES**

The Company announces that Chuanqi Tourism has disposed of an aggregate of 5 million shares of ZJJ Tourism in the stock market on 27 October 2010 and 2 November 2010 at fair value for approximately RMB40.5 million in total. The Disposals are expected to accrue a gain before tax of approximately RMB12.4 million with reference to Group unaudited financial statements for the six months ended 30 June 2010. The gain consists of an amount of approximately RMB13.0 million being the excess of the sales proceeds over the carrying value of the Investment of approximately RMB27.5 million as at 30 June 2010 less an amount of approximately RMB0.6 million being a de-recognition of corresponding investment revaluation deficit at that date. Chuanqi Tourism intends to use the sales proceeds as working capital.

Chuanqi Tourism is a non wholly-owned subsidiary of the Company. As the consideration test ratio exceeds 5% but are below 25%, the Disposals constitute a discloseable transaction of the Company pursuant to Rule 19.08 of the GEM Listing Rules. The Disposals are subject to the reporting and announcement requirements pursuant to Rule 19.34 of the GEM Listing Rules.

Introduction

The Company announces that Chuanqi Tourism has disposed of an aggregate of 5 million shares of ZJJ Tourism in the stock market on 27 October 2010 and 2 November 2010 at fair value for approximately RMB40.5 million in total. The Disposals are expected to accrue a gain before tax of approximately RMB12.4 million with reference to Group unaudited financial statements for the six months ended 30 June 2010. The gain consists of an amount of approximately RMB13.0 million being the excess of the sales proceeds over the carrying value of the Investment of approximately RMB27.5 million as at 30 June 2010 and an amount of approximately RMB0.6 million being a de-recognition of corresponding investment revaluation deficit at that date. The gain before tax to be recognised in the consolidated statement of comprehensive income of the Group for the year ended 31 December 2010 will depend on the carrying

value of the Investment and the corresponding investment revaluation reserve amount at dates of the Disposals. Chuanqi Tourism intends to use the sales proceeds as working capital.

Reason for the Disposals

The Investment is classified as financial assets by the Company in its consolidated financial statements. The main purpose of the Investment is to provide the Group with opportunity for return through dividend income and/or fair value gains. As the lock-up period of the Investment ended in June 2010, the Directors consider it is the right time to realise the investment gain. The Directors believe that the Disposals are fair and reasonable and in the interests of the Shareholders as a whole.

The Company confirms that, to the best of the Directors' knowledge, information and belief having made all reasonable enquiry, the buyers of those shares of ZJJ Tourism disposed of by Chuanqi Tourism and the buyers' ultimate beneficial owners are third parties independent of the Company and its connected persons.

Information of the Group and ZJJ Tourism

The Company is engaged in the marketing and sale of embedded system products, including network security products and related products. Its subsidiaries are principally engaged in the research, development, manufacture, marketing and sale of wireless fire alarm systems and related products, the provision of network security outsource services and manufacture and sale of network security products, the sale of computer products and the development of travel and leisure business.

ZJJ Tourism is a company listed on Shenzhen Stock Exchange and is principally engaged in tourism development business in Zhangjiajie, the PRC.

Unaudited total assets of ZJJ Tourism was approximately RMB288.9 million as at 30 June 2010. The value of total assets being the subject of the Disposals is approximately RMB6.6 million. ZJJ Tourism reported audited net loss before tax of RMB46.3 million and RMB32.2 million for each of the year ended 31 December 2009 and 2008 respectively. ZJJ Tourism reported audited net loss after tax of RMB47.3 million and RMB34.0 million for each of the year ended 31 December 2009 and 2008 respectively. However, no pre-tax profits of ZJJ Tourism were attributable to the Disposals as the Group did not receive any dividend income from ZJJ Tourism for each of the year ended 31 December 2009 and 2008.

Implication under the GEM Listing Rules

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Definitions

The following expressions have the following meanings in this announcement unless the content requires otherwise:

“Board”	the board of Directors
“Chuanqi Tourism”	傳奇旅遊投資有限公司 (Chuanqi Tourism Investment Co., Limited), a company incorporated in the PRC with limited liability. It is formerly

known as 衡陽南嶽瀟湘旅遊開發股份有限公司 (Hengyang Nanyue Xiaoxiang Tourism Development Ltd.)

“Company”	北京北大青鳥環宇科技股份有限公司 (Beijing Beida Jade Bird Universal Sci-Tech Company Limited), a sino-foreign joint stock limited company incorporated in the PRC with limited liability with its H Shares listed on GEM
“connected persons”	has the meaning ascribed in the GEM Listing Rules
“Directors”	directors of the Company
“Disposals”	disposal of the Investment on 27 October 2010 and 2 November 2010
“GEM”	The Growth Enterprise Market of the Stock Exchange
“GEM Listing Rules”	the Rules Governing the Listing of Securities on GEM
“Group”	The Company and its subsidiaries
“H Shares”	Overseas-listed foreign ordinary shares listed on GEM
“Investment”	the investment in 5 million shares of ZJJ Tourism by Chuanqi Tourism
“PRC”	People’s Republic of China
“RMB”	Renminbi, the lawful currency of the PRC
“Shareholders”	shareholders of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“ZJJ Tourism”	張家界旅遊開發股份有限公司 (Zhang Jia Jie Tourism Development Co., Ltd.), a company incorporated in the PRC with limited liability.

By order of the Board
**Beijing Beida Jade Bird Universal
Sci-Tech Company Limited**
Chu Yu Guo
Chairman

Beijing, the PRC, 5 November 2010

As at the date of this announcement, Mr. Zhang Wan Zhong, Ms. Xue Li and Mr. Zhang Yong Li are executive Directors, Mr. Chu Yu Guo, Mr. Xu Zhi Xiang, Mr. Liu Yong Jin and Ms. Feng Ping are non-executive Directors and Professor Nan Xiang Hao, Mr. Cai Chun Bing and Mr. Lin Yan are independent non-executive Directors.

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