



JF CHINA REGION FUND, INC.

FOR IMMEDIATE RELEASE

Contacts:

The Rt. Hon. The Earl of Cromer, Chairman and Independent Director
Simon Crinage, President and Interested Director
Christopher Legg, Secretary
Telephone: +44 20 7742 6000
Email: christopher.d.legg@jpmorgan.com
Website: <http://www.jfchinaregion.com>

**JF CHINA REGION FUND, INC. (the 'Fund') APPROVES PROPOSALS THAT WILL
ACHIEVE A MORE DIFFERENTIATED INVESTMENT STYLE**

Boston, July 9, 2010 – Following a survey of specialized managers of funds in the Greater China Region, the Fund's independent directors invited a number of managers, including the Fund's current investment advisor, to submit proposals as to how the Fund could be re-positioned for more effective investment results. Having considered each of these proposals, the independent directors of the Fund have unanimously agreed proposals with its current investment advisor, JF International Management Inc. (the 'Advisor'), that, if fully implemented, would be expected to result in an investment style that the independent directors believe will better differentiate the Fund from other US-listed Greater China closed-end funds.

The key proposals for the Fund are as follows:

- To increase the portfolio's concentration through increased weightings to the Advisor's highest-conviction stock selections;
- A likely corresponding reduction in portfolio turnover, as holding higher-conviction selections is expected to result in longer holding periods;
- To increase the Fund's exposure to mid cap / small cap companies in the Greater China markets;
- That Mr. Emerson Yip will be the Fund's lead portfolio manager. He will work closely with the Greater China team of J.P. Morgan Asset Management, the parent company of the Advisor, located in Hong Kong;
- Seek to increase China A-Share exposure by approximately \$20m at the time of investment. This strategic investment is in addition to the Fund's current

ability to invest up to 10% of its total assets in other China A-Share investment companies.

Conditional on achieving this increase in China A-Share exposure, the Fund will:

- Change its benchmark to a composite comprising the CSI 300 Index and the MSCI Golden Dragon Index in proportion to the Fund's holdings in China A-Shares and other Greater China shares.

The timing of the Fund's ability to invest in China A-Shares remains uncertain and is subject to then market conditions and necessary regulatory approvals. The Board will provide stockholders with a progress update in due course.

The Fund is a non-diversified, closed-end management investment company whose shares are traded on the New York Stock Exchange. The Fund trades under the symbol "JFC." For more information please refer to the Fund's website: www.jfchinaregion.com

Certain of the statements contained in this press release are forward-looking and reflect the Fund's expectations regarding the Fund's future investments, turnover, regulatory approvals, capital raising, performance, investment strategy and business based on information currently available to the Fund. Forward-looking statements are provided to present information about Fund's current expectations and plans relating to the future and readers are cautioned that these types of statements may not be appropriate for other purposes. These statements use forward-looking words, such as "expect," "could," "may," "likely," "undertake," "will," "believe" or other similar words.

The Fund seeks to achieve long-term capital appreciation through investments primarily in equity securities of companies with substantial assets in, or revenues derived from, the People's Republic of China, Hong Kong, Taiwan and Macau -collectively, the China Region.

J.P. Morgan Fund Services, in Boston, MA is the Fund's accounting and administrative agent.

#