

To: Business Editor
[For immediate release]

BaWang International (Group) Holding Limited
霸王國際(集團)控股有限公司

Bawang Group Launches Bawang Herbal Tea

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Expand into Chinese herbal drink market
Appoint Mr. Donnie Yen as brand ambassador

[25 April 2010, Hong Kong] BaWang International (Group) Holding Limited (“Bawang Group” or the “Company”, HKEx Stock Code: 1338), a leading enterprise in Chinese herbal shampoo market in the PRC, announced that the Group is expanding into Chinese herbal drink market by introduction of a new product - “Bawang Herbal Tea”. The product will be marketed through various distribution channels to penetrate and seize opportunities in Chinese herbal drink market.

“Bawang Herbal Tea” is the first beverage product introduced by the Group. It was developed based on traditional inherited recipe of Chinese herbal drink. “Bawang Herbal Tea” has three different tastes including sugarless taste (無糖型), sweet taste (清甜型) and energetic taste (活力型), targeting at different market segments with different customers’ preferences. To effectively promote the new product, the Group strategically appointed Mr. Donnie Yen (甄子丹先生) as the brand ambassador of “Bawang Herbal Tea”. The Group will also implement multi-facet sales and marketing strategies to promote the brand, including a nationwide marketing campaign of the movie “Ip Man 2” (葉問二) starring Mr. Donnie Yen, as well as a series of advertising promotion through different marketing channels including TV, newspapers, magazines and internet, so as to build up the “Fashionable, Energetic and Professional” brand image of “Bawang Herbal Tea” and increase its market awareness.

Ms. Wan Yuhua, CEO and Executive Director said, “Bawang Herbal Tea was developed by our R&D center for years with guaranteed product quality. We are very pleased to have invited the internationally renowned kung fu star, Mr. Donnie Yen, as the brand ambassador of “Bawang Herbal Tea”. The healthy image of Mr. Yen is a perfect match with the core brand image and positioning of Bawang Herbal Tea. His widespread popularity will help promote the brand and quickly penetrate the market.”

Mr. Chen Qiyuan, Chairman of Bawang Group said, “We aim to become a global leader of Chinese herbal HPC products. We are determined to advocate the advantages of Chinese herbs through introduction of more quality Chinese herbal HPC products, and realise our multi-product and multi-brand strategies.”



Mr. Donnie Yen (甄子丹先生) is appointed as the brand ambassador of "Bawang Herbal Tea"

About BaWang Group

BaWang Group primarily designs, manufactures and markets Chinese herbal shampoo, hair-care and skincare products as well as other products such as toothpaste and shower gels. Awarded the Well-known Trademark of China in 2007, BaWang brand has become the leading Chinese brand in the overall shampoo market in the PRC. According to Euromonitor, BaWang brand had the largest market share among all Chinese brands in the overall shampoo market in the PRC in terms of retail sales in the first half of 2008 of approximately 7.6%. Its market share in the Chinese herbal shampoo market in the PRC in terms of retail sales in the first half of 2008 was approximately 46.3%, far ahead of the 2nd player. As of 31 December 2009, Bawang Group has a distribution network comprised 586 and 458 distributors for Bawang and Royal Wind branded products respectively, 48 KA retailers for Bawang and 34 KA retailers for Royal Wind, covering 24 provinces and 4 municipalities in PRC as well as Hong Kong, Macau, Singapore, Thailand, Malaysia and Myanmar. BaWang Group successfully listed on the Main Board of the Stock Exchange of Hong Kong Limited on 3 July 2009 with the stock code 1338.

The Group has introduced "Royal Wind" branded Chinese herbal anti-dandruff hair-care products, "Herborn" branded Chinese herbal skincare products and professional Chinese herbal shampoo and hair-care products "Bawang Men's Series" last year. The Group launched the first herbal drink product series known as "Bawang Herbal Tea" in April 2010.

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