

To: Business Editor
[For immediate release]

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

BaWang Recognised as
“Renowned Traditional Chinese Herbal Heritage Family” (中藥世家)

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Eight Formulas Now Included in the
Guangdong Lingnan Chinese Medicine Cultural Heritage Protection List

[5 September 2010, Hong Kong] BaWang International (Group) Holding Limited (“Bawang Group” or the “Company”, HKEx Stock Code: 1338), the market-leader in Chinese herbal shampoo market in the PRC, recently announced that they have been recognised as a “Renowned Traditional Chinese Herbal Heritage Family” (中藥世家) by the Guangdong Lingnan Chinese Medicine Cultural Heritage Protection Steering Group (“Steering Group”).

According to the selection criteria for this honour which must be approved by the Guangdong Lingnan Chinese Medicine Cultural Heritage Protection List Committee, the “Renowned Traditional Chinese Herbal Heritage Family” must have 50 years’ experience, or more than four generations of inheriting, protecting and developing Chinese culture or demonstrate a distinct pedigree. Moreover, the cited knowledge, skill or product should be able to protect people’s health and promote social development. After a serious and thorough examination of the history, inheritance and other relevant information of the BaWang Group, all of the Committee members unanimously agreed that BaWang Group indeed met the approval criteria as “Renowned Traditional Chinese Herbal Heritage Family”.

At the same time the Steering Group announced the second batch from the Guangdong Lingnan Chinese Medicine Cultural Heritage Protection List. The following eight secret formulas from the BaWang Group were included in the list: *Ease Grease and Hair Growing (祛脂生髮方)*, *Hair Blackening with Polygoum (首烏黑髮方)*, *Anti-Dandruff and Anti-Itching (祛屑止癢方)*, *Nourishing and Hair Growing (養血榮髮方)*, *Spot Lightening Herbs(七草淡斑方)*, *Acne-Removal Herbs (三花祛痘方)*, *Whitening and Nourishing (玉容西施散)*, and *Anti-wrinkle and Lifting(駐顏玉肌散)*.

Mr. Chen Qiyuan, chairman of BaWang Group said - “We are certainly delighted and honored to have been designated as a ‘Renowned Traditional Chinese Herbal Heritage Family’. The BaWang Group has long been dedicated to aiding a healthy lifestyles for consumers through the introduction of various personal health care products, including Chinese herbal hair-care products, skin-care products and herbal drinks to the market. We will continue to improve our distinctive formulas and existing products while introducing new products to cater to consumers’ needs. We will also make use of our Chinese herbal expertise to diversify into other areas and become a global leading enterprise in the Chinese herbal HPC products sector.”

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About Bawang Group

The Bawang Group primarily designs, manufactures and markets Chinese herbal shampoos, hair-care products, skin-care products as well as other products such as toothpaste and shower gels. After being awarded the *Well-known Trademark of China* in 2007, BaWang has become the PRC leading brand in Chinese herbal shampoo market. According to Euromonitor, the BaWang brand had the largest market share (approximately 9.6% based on 2009 retail sales) among all Chinese brands in the PRC comprehensive shampoo sector. Its mainland market share in the *Chinese herbal shampoo* market in terms of retail sales in 2009 was approximately 52.9%, far ahead of its second largest competitor. As of 30 June 2010, the Company operates an extensive distribution and retail network for BaWang branded products comprised 587 distributors and 44 key account retailers, covering 27 provinces and four municipalities in the PRC as well as Hong Kong, Macau, Singapore, Thailand, Myanmar, Malaysia and United Arab Emirates. In addition, the distribution and retail network for Royal Wind comprised 481 distributors and 44 key account retailers, 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.

In addition to the BaWang Brand, the Company has also introduced *Royal Wind* brand Chinese herbal anti-dandruff shampoo and hair-care products, along with *Herborn* Chinese herbal skincare and *Men's Series* professional Chinese herbal shampoo & hair-care products. In April 2010, the Company launched its first herbal drink product, *BaWang Herbal Tea*.

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Issued by Porda International (Finance) PR Company Limited for and on behalf of **BaWang International (Group) Holding Limited**. For further information, please contact:

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