

**To: Business Editor**  
**[For immediate release]**

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

**Herborn Selected as the Exclusive Skincare Product**  
**for the 60<sup>th</sup> Miss World China Pageant**

**[26 September 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 its Herborn branded Chinese herbal skincare product was selected as the exclusive skincare product for the 60<sup>th</sup> Miss World China Pageant and title sponsor for a talent competition of the event, as well as serving as conducting beauty seminar on Chinese herbal beauty skincare concepts for the Chinese pageants.

The 60<sup>th</sup> Miss World China Pageant was held last week in the Grand Theatre, Overseas Chinese Town, in Shenzhen. As the exclusive skincare product and title sponsor of a talent competition of this event, Herborn also conducted a Chinese herbal skincare seminar called “*Chinese Herbal Skincare Beauty Lecture*” for pageant contestants in order to enhance their knowledge about the gists of Chinese herbal skincare concepts and explain the various themes of Herborn branded products series, viz. “cleansing, moisturizing, nourishing, tuning and nurturing”. The purpose of the seminar is to help the contestants show off their unique “Chinese beauty” on the stage in the finals.

**Mr. Chen Qiyuan**, Chairman of BaWang Group said ‘We are honored to be the exclusive skincare product for the Miss World China Pageant. The elegant, classy, self-confident and stylish brand image of Herborn branded skincare products perfectly match with the charms of those Chinese pageant contestants. We aim to spread the philosophy of traditional Chinese aesthetics to the rest of the world by participating in this prestigious event.’

**About Bawang Group**

Bawang Group primarily designs, manufactures and markets Chinese herbal shampoo and hair-care 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 Chinese herbal 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 2009 of approximately 9.6%. Its market share in the Chinese herbal shampoo market in the PRC in terms of retail sales in 2009 was approximately 52.9%, which has been at the top position consecutively for four years since 2006 and was far ahead of the 2nd player. As of 30 June 2010, the Company had an extensive distribution and retail network. For Bawang branded products, the network comprised 587 distributors, and 44 KA (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. For Royal Wind branded products, the network comprised 481 distributors and 44 KA retailers, covering 26 provinces and four municipalities. The products were successfully launched in Hong Kong in 2009 and are expected to launch in Singapore in the second half of this year. 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.

Apart from BaWang Branded and Royal Wind branded Chinese herbal shampoo and hair-care products, the Company has also introduced “Herborn” branded Chinese herbal skincare products and “Men’s Series” branded 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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