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CHINA HAIDIAN HOLDINGS LIMITED

中國海澱集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 256)

APPOINTMENT OF DIRECTOR

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| <p>The Board is pleased to announce that Mr. Bi Bo has been appointed as executive director of the Company with effect from 24 August 2010.</p> |
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The board of directors (the “**Board**”) of China Haidian Holdings Limited (the “**Company**”) is pleased to announce that Mr. Bi Bo (“**Mr. Bi**”) has been appointed as executive director of the Company with effect from 24 August 2010.

Mr. Bi, aged 31, graduated from Xi’an Jiaotong University (西安交通大學) with a Bachelor’s degree in Information Engineering in July 2001. Mr. Bi also received the degree of Master of Business Administration from Troy State University in May 2004, and the degree of Master of Science (Finance) from The Johns Hopkins University in May 2006. Prior to joining the Company, Mr. Bi was a senior actuarial assistant (supervisor) in Carefirst Bluecross Blueshield. Mr. Bi qualifies as an associate of the Society of Actuaries (ASA) in 2009.

Mr. Bi has entered into a service agreement with the Company for an initial term of 2 years commencing from 24 August 2010 and is subject to termination by either party by giving not less than two months’ written notice. The service agreement will continue for successive terms of one year unless terminated by not less than two months’ written notice served by either party to the other. Mr. Bi will be subject to retirement and re-election at the forthcoming annual general meeting and thereafter subject to retirement by rotation and re-election at annual general meetings in accordance with the Articles of Association of the Company.

Mr. Bi is entitled to monthly salary of HK\$77,000, monthly housing allowance of HK\$35,000, and year-end double pay equivalent to one-month's basic salary. His remuneration package has been reviewed and approved by the Board of the Company taking into consideration of his duties and responsibilities within the Company, the composition of the Board and the Company's performance.

Save as disclosed above, Mr. Bi does not hold any other position with the Company or any of its subsidiaries nor did he hold a directorship in any other listed public company in the last three years.

As at the date of this announcement, Mr. Bi is not interested or deemed to have any interests in the shares or underlying shares of the Company or its associated corporations pursuant to Part XV of the Securities and Futures Ordinance. Mr. Bi does not have any relationships with any directors, senior management, substantial or controlling shareholders of the Company (as defined in The Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules")). Save as disclosed above, Mr. Bi confirmed that there is no other information required to be disclosed under Rules 13.51(2) of the Listing Rules and any other matters that need to be brought to the attention of the shareholders of the Company in relation to his appointment.

The Board would like to take this opportunity to welcome Mr. Bi to join the Board.

For and on behalf of
China Haidian Holdings Limited
Hon Kwok Lung
Chairman

Hong Kong, 24 August 2010

As at the date of this announcement, the Board of the Company comprises Mr. Hon Kwok Lung, Mr. Shang Jianguang, Mr. Shi Tao, Mr. Lam Toi Man and Mr. Bi Bo, who are the Executive Directors, Ms. Sit Lai Hei, who is the Non-Executive Director, and Mr. Fung Tze Wa, Dr. Kwong Chun Wai Michael and Mr. Li Qiang, who are the Independent Non-Executive Directors.