

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 “Men’s Series” Shampoo & Hair-care Products

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New Professional Chinese Herbal HPC Products for Men
Aims to Enhance Product Portfolio

[29 December 2009, 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 the launching of Bawang Men’s Series (“Men’s Series”), a new product series under Bawang brand, which will be available for sale in China through various distribution channels.

Men’s Series is the first high-end professional Chinese herbal shampoo and hair-care series launched in China market. It has been developed by the Group’s R&D center after years of product R&D. Men’s Series consist of three product categories covering shampoo, hair-care and shower gel products. Its shampoo products include the “Professional Anti-hair Fall Shampoo set” and 5 single products of “Daily Hair-care Series”, totaling 6 products. The “Professional Anti-hair Fall Shampoo set” is used for prevention of men’s hair loss, while the “Daily Hair-care Series” comprises 5 products, namely “Darkening & Strengthening Shampoo”, “Strengthening & Shining Shampoo”, “Refreshing & Activating Anti-dandruff Shampoo”, “Nourishing & Strengthening Shampoo” and “Darkening & Anti-dandruff Shampoo”, all of which are designed for men who face different hair-care problems.

Following the launching of Royal Wind branded shampoo and hair-care products and Herborn branded Chinese herbal skincare products, Men’s Series is another major new product line under Bawang brand. To effectively promote the new product series and carry through its image of “Mature, Successful and Real Man”, the Group continues to retain the international superstar Mr. Jackie Chan to be the brand ambassador of the Men’s Series. The Group will implement multi-facet sales and marketing strategies to promote the brand. Apart from tapping into the nationwide marketing campaign of the movie “Little Big Soldier” (《大兵小將》) starring Mr. Jackie Chan, Men’s Series will also be promoted through different marketing channels including TV, newspapers, magazines and internet so as to build up the professional Chinese Herbal HPC products series for men and make it a well-known brand in market.

Ms. Wan Yuhua, CEO and Executive Director of Bawang Group said, “Being the leading brand in Chinese herbal shampoo market, Bawang brand has won widespread market recognition by its inherited traditional Chinese herbal culture and the accumulation of product formula, researches and experience. It has laid a solid foundation for Men’s Series and created synergy in brand marketing, product promotion and distribution network. It will also benefit the Group in implementation of product promotion campaigns in an effective manner. We will continue to introduce more diversified HPC products in the future to further enhance our brand and product portfolio.”

“Inherited the legacy of traditional Chinese culture, the Group is determined to advocate the culture and spirit of Chinese herbal medicine through introduction of quality Chinese herbal HPC products to cater to market demand especially consumers who pursue a natural and healthy lifestyle. Going forward, we will further extend our product lines and continue to implement multi-product and multi-brand strategies, aiming to become a global leader of branded Chinese herbal HPC products.” said Mr. Chen Qiyan, Chairman and Executive Director of Bawang Group.



Mr. Jackie Chan was appointed by Bawang Group again to act as the brand image ambassador of Bawang Men's Series and starred a series of TV commercials.

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 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 2008, the Company has an extensive distribution and retail network comprising 567 distributors and 46 KA retailers, covering 24 provinces and four municipalities in the PRC as well as Hong Kong, Macau and Singapore.

Apart from BaWang Brand, the Company has introduced a new Royal Wind branded Chinese herbal shampoo and hair-care products and "Herborn" branded Chinese herbal skincare products in May and December 2009 respectively. 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.

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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