



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 Announce New Launches for Hair Blackening  
and Strengthening Series and Nutri-repairing Series**

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***New Formula Products Endorsed by Kim Hui Seon***

[12 June 2011, Hong Kong] **BaWang International (Group) Holding Limited** (“BaWang Group” or the “Company”, stock code: 1338), a leading enterprise in the Chinese herbal shampoo market in the PRC, is pleased to announce new launches for its Anti-hair Fall series, Hair Blackening series and Nutri-repairing series on 10 June. The Company will carry out extensive promotional activities and the new products will get to the markets through various distribution channels.

The three new products are Bawang Anti-hair Fall Shampoo, Hair Blackening and Strengthening Shampoo (with hair blackening and strengthening formula) and Nutri-repairing Essence (with intensive nourishing formula). They are produced with four inherited proprietary formulae, namely the Grease Removing & Hair Regrowing (祛脂生髮方), Hair Blackening with Polygoum (首烏黑髮方), Anti-Dandruff & Itching-relieved (祛屑止癢方), Nourishing & Hair Regrowing (養血榮髮方). All these four formulae have been admitted into the protection list of Guangdong Lingnan Chinese Medicine Cultural Heritage Steering Committee. Through the application of modern technology, Bawang Group has integrated the traditional Chinese medicine into personal care products which makes high-quality Chinese herbal hair products and brings in the legacy hair care techniques of “Nourishing, Rejuvenating and Blackening” to the consumers.

To effectively promote and display the natural and healthy image of Bawang branded shampoo, the Company has appointed “Korean Top Beauty” movie star Ms Kim Hui Seon as brand ambassador for the new Hair Blackening and Nutri-repairing series. The Company will also roll out extensive promotional and publicity programmes through television, newspapers, magazines and the internet. With her blackened, thickened and healthy hair, Kim sets the “Yardstick for Natural & Healthy Aspects of Oriental Beauty”; she communicates the “Wisdom of Oriental Haircare”; and she successfully portrays the high-quality of the new Hair Blackening and Nutri-repairing product series.

Chief Executive Officer Ms. Wan Yuhua said, “The three new Bawang branded product series originate from our four inherited proprietary shampoo formulae which have been admitted into the protection list of Guangdong Lingnan Chinese Medicine Cultural Heritage Steering Committee. The prolonged efforts in research and development on basis of these four inherited formulae through modern technology will certainly ensure the quality and functionality of our products. We are glad to have Ms Kim Hui Seon as our brand ambassador for Hair Blackening and Nutri-repairing series. Her classical and elegant style as well as her healthy blackened hair style will promptly enhance the consumer awareness of our products.”

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Chairman Chen Qiyuan said, "As recognized "Renowned Traditional Chinese Herbal Heritage Family", Bawang has at all times produced Chinese herbal hair products and skincare products with different formulae for bringing natural and healthy live style to the consumers. We will continue to adopt our multi-brand and multi-product strategy, and strive to become the world's leading brand in Chinese herbal household and personal care products.



### **About Bawang Group**

Bawang Group primarily designs, manufactures and markets Chinese herbal shampoo and hair-care products, skincare products and herbal tea 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 31 December 2010, the Company's distribution network comprised a number of distributors, of which 576 are for Bawang brand, 482 are for Royal Wind brand, 349 are for Litao brand, 92 are for Herborn brand, 212 are for Bawang Herbal Tea, as well as key accounts retailers, of which 43 are for Bawang brand, 41 are for Royal Wind brand and 15 are for Herborn brand. The network covers 27 provinces and four municipalities in the PRC, Hong Kong, Macau, Singapore, Myanmar, Thailand, Malaysia, Brunei and United Arab Emirates.

The Company rolled out Royal Wind Chinese herbal shampoo and hair-care products and Herborn Chinese herbal skincare products in May and December 2009 respectively. In April 2010, the Company launched its first herbal drink product - BaWang Herbal Tea.

Bawang Group was successfully listed on the Main Board of the Stock Exchange of Hong Kong Limited on 3 July 2009 with the stock code 1338.

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