

【For Immediate Release】



恒安國際集團有限公司

HENGAN INTERNATIONAL GROUP COMPANY LIMITED

Hengan International Appoints Booz & Company As Independent Management Consultant

Strengthen Internal Control and Enhance Operational Efficiency

(5 January 2009 - Hong Kong) – **Hengan International Group Company Limited** (“Hengan International” or the “Company”, SEHK stock code: 1044, together with its subsidiaries, the “Group”) is pleased to announce the appointment of Booz & Company as the Group’s independent management consultant with aims of enhancing the Group’s operation flow, performance assessment mechanism and corporate structure as well as competitiveness. Booz & Company, a leading management consulting firm, is specialized in the provision of consulting services for both the public and private sectors around the world.

Hengan International has been rapidly expanding its business and enhancing its operation scale for years. To cope with the challenges arising from the expansion, Hengan International has undertaken internal transformation since 2001 by launching the “Total Cycle Time” management tool which has improved the standardization, system and efficiency of the operation flow. In 2009, Hengan International will strengthen its strategic planning, management in business, operation and budgeting, supply chain management and performance assessment mechanism through introduction of Booz & Company's new management tool.

Mr. Hui Lin Chit, Deputy Chairman of Hengan International, said “Market competition intensified together with the continuous growth of the personal hygiene product market in Mainland China. Notwithstanding the reputable brand name of Hengan in Mainland China, we continuously strive for excellence in every aspect. With the help of Booz & Company, one of the world leading management consulting firms, we target to improve our operational efficiency, enhance our competitiveness, productivity and profitability, which will in turn consolidate our leading market position. Looking forward to the upcoming year, we are well prepared for, and confident of achieving satisfactory performance and generating lucrative returns for our shareholders.”

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About Hengan International:

Hengan International is principally engaged in the provision of personal hygiene products since 1985, starting as a manufacturer to become today's customer-oriented personal hygiene products provider responsible for production, sales and marketing. Hengan International is now one of the most established manufacturers of tissue paper products, sanitary napkin products, disposable baby diapers, adult diapers and skin care products in the PRC. In addition, the Group also distributes plasters, enemas and first-aid items in Hong Kong.

About Booz & Company:

Booz & Company is a leading management consulting firm specialized in the provision of consulting services in both the public and private sectors around the world. Booz & Company introduces transformational change and new organizational models to its customers. Capitalizing on its in-depth experience in the areas of Corporate Finance, Marketing and Sales, Operations and Logistics, Product and Service Innovation, Information Technology, Mergers and Restructuring, Organization and Change and Strategy and Leadership, Booz & Company has established a strong clientele spanning across six continents and covering more than 30 countries, which include world's leading businesses and governmental organizations.

For further information, please contact:

iPR Ogilvy Ltd.

Evan Hung/ Stephanie Yuen/ Charis Yau

Tel: (852) 2136 6956/ 3170 6609/ 2136 6183

Fax: (852) 3170 6606

E-mail: evan.hung@iprogilvy.com/ stephanie.yuen@iprogilvy.com/
charis.yau@iprogilvy.com