

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 Announces the Official Launching of “Herborn” in the PRC

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Implement Multi-Brand Strategies to Enter into High-End Chinese Herbal Skincare Market
To Become a Leading Chinese Herbal Skincare Brand

[18 December 2009, Hong Kong] BaWang International (Group) Holding Limited (“Bawang Group” or the “Company”, HKEx Stock Code: 1338), a leading enterprise in the overall shampoo market in the PRC, held a large-scaled press conference yesterday at Bawang International Hotel, Guangzhou, to announce the official launching of “Herborn”, a new high-end Chinese herbal skincare brand of Bawang.

In the press conference, Mr. Chen Qiyuan, Chairman and Executive Director, Ms. Wan Yuhua, CEO and Executive Director, together with the management team of the Company announced the official launching of “Herborn”. “Herborn” branded products is divided into 4 series, namely “Natural White” series, “Anti-Wrinkle” series, “Hydra Fresh” series and “Anti-acne” series. Each of these series has different functions and selling points. The brand targets at white-collar females aged between 25 and 45 who possess high purchasing power and intended to pursue a healthy and natural lifestyle. To effectively promote the brand, the Company invited Ms. Faye Wong, the famous artist, to be the brand image ambassador, and the TV Commercial performed by Ms. Faye Wong was first shown in the press conference held yesterday.

To implement multi-brand strategies, the Company has started to develop “Herborn” a few years ago, and has used abundant resources to proceed marketing research, product research and development and promotion deployment. To comply with its high-end Chinese herbal skincare brand image, “Herborn” branded products will be sold at different counters in large department stores and international supermarkets. Seeing the huge potential of Chinese herbal cosmetic market, management of the Company is optimistic about the future prospect of “Herborn”. Meanwhile, the Company will also implement comprehensive sales and marketing strategies through various marketing channels including TV, newspapers, magazines and networks, to enhance the brand image and reinforce consumers’ understandings of “Herborn”.

According to Ms. Wan Yuhua, CEO and Executive Director of Bawang Group, the Company will allocate more resources to build up and promote “Herborn” brand and strives to make it a leading brand in Chinese herbal skincare market. The Company will continue to implement its strategies in Chinese herbal HPC industry. It will further expand its product lines as well as enlarge its market share in HPC market through introduction of more Chinese herbal branded products.

Commenting on the official launch of "Herborn" branded series, Mr. Chen Qiyuan, Chairman and Executive Director of Bawang Group said, "Leveraging our extensive experience in the Chinese herbal personal care products, extensive and nationwide distribution network as well as our comprehensive sales and marketing strategies, we are confident that "Herborn" will quickly penetrate in the PRC market and successfully arouse market awareness. Looking forward, Bawang Group will continue to implement multi-product and multi-brand strategies, aiming to become a global leader of branded Chinese herbal HPC products and committed to bringing the best returns to our investors."



Ms. Faye Wong was appointed by Bawang Group to act as the brand image ambassador and has starred a series of TV commercials for "Herborn".

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 overall 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.



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