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LERADO GROUP (HOLDING) COMPANY LIMITED

(隆成集團(控股)有限公司)*

(Incorporated in Bermuda with limited liability)

(Stock Code: 1225)

APPOINTMENT AND RESIGNATION OF DIRECTORS RE-DESIGNATION OF CHAIRMAN AND CEO

The Board wishes to announce the appointment of Mr. Chen Chao-Jen as an executive director of the Company with effect from 28 January 2011, and the resignation of Mr. Yang Yu Fu as executive director of the Company with effect from 28 January 2011.

The Board also announces that following the resignation of Mr. Yang Yu Fu, Mr. Huang Ying Yuan, the Chairman of the Company, has also been re-designated as the Chairman and CEO of the Company.

APPOINTMENT OF EXECUTIVE DIRECTOR

The board of directors (the “**Board**”) of Lerado Group (Holding) Company Limited (the “**Company**”) is pleased to announce that Mr. Chen Chao-Jen has been appointed as an executive director of the Company with effect from 28 January 2011.

Mr. Chen Chao-Jen (“**Mr. Chen**”), aged 56, joined the Group in 1992 and has worked as the general manager for the manufacturing business of the Group. Mr. Chen is the deputy chairman of the 中國玩具協會(China Toy Council*), the honorary chairman of the 廣東玩具協會(Guangdong Toy Council*) and the deputy chairman of the 中山台商投資企業協會 (Zhongshan Taiwan Investment Enterprises Association*).

Mr. Chen obtained his undergraduate degree in management from the National Chung Hsing University (國立中興大學) in Taiwan.

Mr. Chen has not entered into a director service agreement with the Company. Mr. Chen has not been appointed for a specific term and will be subject to retirement by rotation and re-election in annual general meeting in accordance with the bye-laws of the Company. Mr. Chen is a cousin-in-law of Mr. Huang Ying Yuan, Chairman of the Company and a cousin of Huang Chen Li Chu, an executive director of the Company. As at the date of this announcement, Mr. Chen is not interested in any shares of the Company within the meaning

of Part XV of the Securities and Futures Ordinance, and save as disclosed, Mr. Chen has no relationships with any directors, senior management or substantial or controlling shareholders of the Company.

Mr. Chen has not been a director of any listed companies in the three years immediately preceding the date of this announcement, and there is no information that need to be disclosed pursuant to any of the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules nor are there any other matters that need to be brought to the attention of the shareholders of the Company in relation to the appointment of Mr. Chen as an executive director of the Company.

The Board would like to extend its welcome to Mr. Chen for joining the Board.

RESIGNATION OF EXECUTIVE DIRECTOR

The Board also announces that Mr. Yang Yu Fu has resigned as an executive director of the Company with effect from 28 January 2011, due to his other business engagements. Mr. Yang Yu Fu has confirmed to the Company that he has no disagreements with the Board and there are no matters relating to his resignation that need to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to express its gratitude to Mr. Yang Yu Fu for his contributions to the Company during his terms of services.

RE-DESIGNATION OF DIRECTOR

The Board also announces that following the resignation of Mr. Yang Yu Fu, Mr. Huang Ying Yuan, the Chairman has also been re-designated as the Chairman and CEO of the Company.

Mr. Huang Ying Yuan, aged 60, is a founding member and the Chairman of the Company. Mr. Huang has 34 years of experience in the infant products industry. Mr. Huang oversees the strategic planning and has particular responsibilities for marketing. Mr. Huang is the spouse of Mrs. Huang Chen Li Chu, an executive director of the Company.

Mr. Huang has entered into an agreement with the Company for a period of three years commencing 1 December 1998 and will continue thereafter unless and until terminated by either party by three months' prior written notice. The emoluments of Mr. Huang are decided by the Remuneration Committee, having regard to the Group's operating results, individual performance and comparable market statistics. As at the date of this announcement, Mr. Huang is interested 152,553,540 Shares, representing approximately 20.3% of the issued share capital of the Company within the meaning of Part XV of the Securities and Futures Ordinance, and save as disclosed, Mr. Huang has no relationships with any directors, senior management or substantial or controlling shareholders of the Company.

Mr. Huang has not been a director of any other listed companies in the three years immediately preceding the date of this announcement, and there is no information that need to be disclosed pursuant to any of the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules nor are there any other matters that need to be brought to the attention of the

shareholders of the Company in relation to the re-designation of Mr. Huang as the Chairman and CEO of the Company.

By Order of the Board
Lerado Group (Holding) Company Limited
Huang Ying Yuan
Chairman

Hong Kong, 28 January 2011

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Huang Ying Yuan, Ms. Huang Chen Li Chu, Mr. Chen Chun Chieh and Mr. Chen Chao-Jen being the Executive Directors, and Mr. Lim Pat Wah Patrick, Mr. Huang Zhi Wei and Mr. Chern Shyh Feng being the Independent Non-executive Directors.

** for identification purposes only*