



Press Release

Vitasoy wins “Grand Award - Bronze”, “Panel Judge Award” and “Consumer Award” in the “Hong Kong Proud Corporate Brand 2008”

(Hong Kong, 8 December, 2008) – Vitasoy International Holdings Limited (“VIHL”, “VITASOY” or the “Group”) (SEHK Code: 0345), a Hong Kong-based manufacturer and distributor of non-carbonated beverage and food, today proudly announced that it has been awarded the “Hong Kong Proud Corporate Brand Grand Award – Bronze”, and again won “Hong Kong Proud Corporate Brand – Panel Judge Award” and “Hong Kong Proud Corporate Brand – Consumer Award” in the Beverages & Snacks Category. The “Hong Kong Proud Corporate Brand 2008” is a recognition award jointly organized by Ming Pao and the MSc in Marketing Programme of The Chinese University of Hong Kong (CUHK).

“Hong Kong Proud Corporate Brand” has been organized for two consecutive years and it was divided into two categories, namely the Panel Judge Award and Consumer Award. The Judge Award committee comprised 10 marketing and sales professionals and the criteria for the award were based on areas such as brand management culture, brand strategy, brand communications, intellectual property management, corporate social responsibility and brand performance and results. On the other hand, the winners of Consumer Award were selected by 1,000 Hong Kong citizens, age ranging from 15 to 65, through questionnaires.

VITASOY is honoured to receive both Panel Judge Award and Consumer Award in the Beverages & Snacks Category after winning the “Hong Kong Proud Corporate Brand – Panel Judge Award” in the Miscellaneous Food & Oil Category last year, showing the recognition of VITASOY brand in the eyes of Hong Kong professionals and consumers.

In addition, the organizers have selected outstanding corporations from the award winners of the Panel Judge Award and Consumer Award to compete for the “Hong Kong Proud Corporate Brand Grand Award” and Vitasoy was awarded the bronze prize in the category.

The outstanding performance is not only a recognition of the VITASOY brand in Hong Kong market, but also a great encouragement to the Group and its staff. VITASOY will continue making efforts to be a brand that Hong Kong people can be proud of by providing quality and delicious products to the consumers.

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Vitasoy International Holdings Limited is one of the leading manufacturers and distributors of non-carbonated drinks with a base in Hong Kong. Founded in 1940 and with production facilities in Hong Kong, Mainland China, Australia, the United States and Singapore, Vitasoy



Press Release

currently provides consumers in 40 markets worldwide with over 1,000 stock keeping units. Over the years, Vitasoy has successfully established a corporate image as “the soy expert”. Vitasoy is a constituent stock of the Morgan Stanley Capital International ("MSCI") Hong Kong Small Cap Index.