



Press Release

“Soy: Food of the Future” by Vitasoy the “Soy Expert”

***Share Insights on Soy Food Development and
Updates on Studies on Health Benefits of Soy***

(Hong Kong – August 15, 2009) – Founded in 1940, Vitasoy aims to promote quality of life through a wide range of great-tasting and nutritional products. The Company has launched various types of VITASOY and VITA products globally and has successfully established a corporate image as the “Soy Expert”. On August 15, Vitasoy organized a *Soy: Food of the Future* seminar as part of its efforts in promoting the health benefits of soy among consumers. The seminar was attended by over 200 government authorities and healthcare professionals especially dietitians and nutritionists. The seminar provided the attendance with an insight on the development of soy foods from different perspectives, an update of recent research on health benefits of soy and how to meet the consumers’ needs in producing quality soy foods.

During the seminar, Mr. Winston Lo, Executive Chairman of Vitasoy delivered the opening speech, focusing on the company’s aim of promoting the nutritional benefits of soybean. “Although Vitasoy continuously strive to produce high-quality, nutritious and safe products, it is not our only mission. We are also committed to promoting consumer well-being. Sharing our knowledge through campaigns and conferences will hopefully bring value to audience,” said Mr. Lo. Professor Hoi-shan Kwan, Dean, Faculty of Science at Chinese University of Hong Kong and Chairman of Expert Committee on Food Safety, FEHD was also present as the officiating guest of the seminar.

Senior executives from Vitasoy, including Group CEO Mr. Larry Eisentrager, delivered a presentation on “East and West Approaches to Soy Foods”. He talked about the different perspectives and uses of soy in the Eastern and Western countries. He also provided views on the progression of soy products in the future and the changing needs of consumers driving industries to develop more and more innovative soy foods.

Vitasoy invited one of the leading soy researchers, Dr. Mark Messina to provide an update on the latest evidence proving the health benefits of soy. Dr. Messina is an adjunct professor at Loma Linda University and the Executive Director of the Soy Nutrition Institute. Recently, soy foods have received attention for their role in providing health benefits independent of their nutrient content. Dr. Mark Messina said that soy had been recognized as a source of quality protein with low saturated fat in the past few decades. The health benefits of soy have been a hot topic in recent years.

Summing up the seminar, Dr. Mei Ong, Group Technical Director of Vitasoy, explained how Vitasoy ensure the conversion of soybeans to safe and healthy soy foods and beverages. She further rationalizes how an integrated partnership approach among different parties including consumers, authorities, and trade/customers, manufacturers and suppliers to ensure the quality and safety of the products and the related standards, would be essential to develop value creation for the entire soy industries.



Photo 1. Mr. Winston Lo, Executive Chairman of Vitasoy International Holdings Ltd. delivered an opening speech at the seminar.



Photo 2. Three speakers of the seminar, including Mr. Larry Eisentrager, Group CEO of Vitasoy, Dr. Mei Ong, Group Technical Director and Dr. Mark Messina, a soy researcher, answered questions from the audience.

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