



Press Release

**VITASOY PRESENTED WITH 3 AWARDS:  
“AmCham Hong Kong Brands Award”,  
*the 9<sup>th</sup> Wellcome “Top 10 Favourite Brands” and “Rising Star”***

(Hong Kong, 4 November, 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, proudly announced that it was presented with three prestigious brand awards recently – “AmCham Hong Kong Brands Award” in the Food and Beverage Category by the Hong Kong American Chamber of Commerce (“AmCham”), the 9th Wellcome “Top 10 Favourite Brands”, and “Rising Star” Award by Wellcome Supermarket. In particular, it is the sixth time for VITASOY to win “Top 10 Favourite Brands” and it is the first time for the Group’s VITA Ceylon Lemon Tea to win the “Rising Star” Award.

This is the first year for AmCham, a renowned global business organization to establish “AmCham Hong Kong Brands Awards”, which aims to encourage some successful brands in Hong Kong. Winners of eight different categories were first shortlisted from over a hundred Hong Kong brands by AmCham members and then judged by an AmCham Judging Committee, which was formed by brand marketing professionals, research experts, marketing professors and international media executives. The brand award in the Food and Beverage Category won by VITASOY is a recognition from experts that VITASOY is an outstanding Hong Kong brand.

On the other hand, the “Top 10 Favourite Brands” awards have been held for nine consecutive years by Wellcome Supermarket in Hong Kong. Winners are real favourite brands in the eyes of local customers as they were voted directly by consumers over 80 shortlisted brands. VITASOY was honored as the six-time winner of “Top 10 Favourite Brands”, proving the brand’s presence to Hong Kong consumers. It is encouraging that VITA Ceylon Lemon Tea, which was launched in June this year, received recognition from market by successfully grasping the title of “Rising Star”, admiring our insistence on product innovation.

Mr. Larry Eisentrager, Chief Executive, VIHL expressed his gratitude to *AmCham* and *Wellcome* as the awards recognized Vitasoy’s efforts over the past 68 years in providing quality and nutritious beverages for every Hongkonger.

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