



## Press Release

### **Vitasoy named "Gold Brand" in 2008 PRC Consumer's Most Favorable Hong Kong Brands And Top Beverage Brand in the Online-Poll Segment**

(Hong Kong -- 22 May, 2008) -- Vitasoy International Holdings Ltd. (the "Group") announced that its well-known beverage brand, VITASOY, has been recognized as a "Gold Brand" in the recent award of 2008 PRC Consumer's Most Favorable Hong Kong Brands, as well as being the top name in the "Beverage Category" of the award's online-poll segment.

The online poll was conducted through two significant portal websites of China, namely SINA.com and Sohu.com, from December 2007 to February 2008. In the poll, VITASOY was the most popular Hong Kong brand in the "Beverage Category" among consumers nationwide. Moreover, it was also one of the five most-voted Hong Kong brands in the survey, making it be an outstanding name among nearly a hundred entrants from Hong Kong.

VITASOY soymilk was launched in Hong Kong in 1940. Being the "Soy Expert" for the past 68 years, the Group has kept abreast of the consumer's taste and introduced a wide array of soy products and healthy beverages with its continuous innovations. VITASOY soymilk uses non-genetically modified soybean, which contain amino acids necessary to the human body, as well as added vitamins. Vitasoy food and beverage products are not only delicious but also very nutritious and high quality. With its determination to provide high quality products all over the years, Vitasoy has become a superior brand in Hong Kong and a favorite beverage brand of choice among consumers as well as occupying a major leading position of soymilk market in Southern China.

Ballots of the poll were distributed through over 3,800 retail outlets and the customs checkpoints in Mainland China and Hong Kong, the portal websites of China as well as newspapers. There were more than 635,000 valid ballots collected nationwide, including voters from Beijing, Shanghai, Guangzhou, Anhui, Jiangxi, Henan, Guangdong, Shandong, Jiangsu, Jilin, Zhejiang, Hunan, Hubei and Fujian, along with consumers and travellers of Hong Kong, Macau and Taiwan.

This year marks the fourth consecutive year of the annual Most Favorable Brands National Campaign, which is co-organised by a number of societies including CERCAO, Reputation Institute China, CARACTM, Hong Kong Association of China Travel Organizers Limited, the Chamber of H.K. Computer Industry, Hong Kong Tourism Employees Union, Hong Kong Professional Tourist Guide General Union and Hong Kong Inbound Tour Operators Association Ltd.

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