



Press Release

Vitasoy wins "Hong Kong Proud Corporate Brand – Panel Judge Award"

(Hong Kong, 10 October 2007) – Vitasoy International Holdings Limited has recently been awarded the "Hong Kong Proud Corporate Brand 2007 – Panel Judge Award" in the Food category (Miscellaneous Food & Oil Category). The "Hong Kong Proud Corporate Brand 2007" is an inaugural recognition award jointly organized by the MSc in Marketing Programme of The Chinese University of Hong Kong (CUHK) and Ming Pao.

The "Hong Kong Proud Corporate Brand 2007" was divided into two categories, namely the Panel Judge selection and the Consumer Choice awards. The criteria for the Panel Judge Award were based on three major areas: corporate brand strategy and implementation, brand management and corporate culture, and business results and achievements. Vitasoy was honoured since it was the only company eligible to merit the Panel Judge Award in the Miscellaneous Food & Oil Category.

The panel judge selection committee comprised experts from the industry, academia and government, including professors from the Executive MBA Programme and Department of Marketing from CUHK and the Department of Marketing from City University, the Chairperson of Hong Kong Institute of Marketing, and consultants from the Hong Kong Productivity Council.

The recognition is a great encouragement to us, and it also inspires us to continue making efforts in quality product research and development. This not only helps Vitasoy continue its record of success, but it also reinforces Vitasoy's position as the brand Hong Kong people can be proud of.

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