



## Press Release

### Vitasoy Helps Promote Breast Health Education

(Hong Kong, 17 October, 2007) – Vitasoy International Holdings Limited (“Vitasoy” and the “Group”) aims to promote the wellbeing of customers. This year, the Group strongly supports the “Breast Friends Campaign” by the Hong Kong Breast Cancer Foundation, in order to raise the awareness of customers and Vitasoy’s employees to the importance of early detection of breast cancer. The Group received encouraging support from staff to help promoting the messages within the Group and to its customers.

Vitasoy supports three employees who voluntarily participate in the “Breast Friends Campaign” to be ambassadors to promote the message of early detection of breast cancer within the Group by organizing workshops and other activities. The Hong Kong Breast Cancer Foundation will provide trainings and support to these ambassadors within the campaign year. In mid-October, Vitasoy’s staff also organized a “Calci-Plus” team to participate in the “Breast Friends” Walkathon 2007 which was held in the Peak in Hong Kong.

In the overseas market, Vitasoy USA shows strong support to the “National Breast Cancer Awareness Month”, and launches an electronic newsletter to promote the breast health and a specially-designed pink 8-ounce organic soymilk, dubbed as “Pinkies”, which features the breast health movement’s pink ribbon symbol, to increase the awareness of consumers to breast cancer.

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Vitasoy Calci-Plus team wore specially-designed hat to support the Hong Kong Breast Cancer Foundation Walkathon 2007 in Hong Kong.