



Press Release

VITASOY Enters Tofu Market in Hong Kong

VITASOY Makes Significant Expansion to Hong Kong Product Portfolio to Meet Consumer Demand for Healthier Foods

Hong Kong, May 3, 2007 – Vitasoy International Holdings Limited today announced that it has launched three tofu products under its "Sansui" line in Hong Kong. Capitalizing on more than 60-year experience in soy products, Vitasoy will bring local Hong Kong consumers a new variety of healthy and hygienic tofu choices with this important launch.

Vitasoy's Sansui Tofu is made from specially-selected organic, non-genetically modified soybeans, without the use of preservatives and insecticides. It is locally crafted in Hong Kong. Vitasoy employs a unique Sansui-style fresh soybean grinding method to bring out an exceptionally rich tofu taste.

The new Sansui Tofu series includes Sansui Silen Tofu (350 grams) and Sansui Tofu Dessert (220 grams). A scallop-flavored tofu (320 grams) is launched for the first time in Hong Kong. The three products are available in major supermarkets in May.

"The introduction of Sansui Tofu opens up our Hong Kong product portfolio well beyond our existing beverage products, by responding directly to consumer demand for healthy, hygienic and easy-to-cook meals," said Mr Larry Eisentrager, Chief Executive, Hong Kong of Vitasoy International Holdings Limited.

With the extensive experience of Vitasoy in soy products and based on consumer opinions, Vitasoy is now offering the Sansui Tofu products which provides the cleanliness of packaged tofu and rich tofu taste, usually found only in wet market.

Ms. Wendy Chu, Marketing Director of Vitasoy also said, "We have chosen a distinct packaging color scheme in blue, green and white, to fully communicate the high-quality flavor and the natural nature of our Sansui Tofu products to consumers. It serves as an excellent choice for working ladies, who has to strike a balance between family and work, to make tasty dishes easily. Our new tofu range can serve as the basis for a new kind of healthy, hearty meal, or it simply can bring out the best of traditional favorite dishes – Vitasoy is once again giving families another reason to come together."

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