



Press Release

10 Million Hong Kong VITASOY Packs Supplied to Mainland China Under CEPA

Deliveries reach the 100th trucks per month

(Hong Kong, 18 April, 2007) - Vitasoy International Holdings Limited ("VIHL" or "Vitasoy") (SEHK Code: 0345), a Hong Kong-based manufacturer and distributor of non-carbonated beverage and food, today announced that over 10 million packs of Vitasoy products including regular and flavoured VITASOY soymilks, and VITA juices and teas have been supplied from Hong Kong to Mainland China under CEPA (Closer Economic Partnership Arrangement).

Vitasoy has been delivering its products from Hong Kong to Mainland China under CEPA through its Chinese branches for distribution since October 2005. "We have been actively capitalizing on opportunities arising from CEPA. Under the CEPA arrangement, our product portfolio expanded and it also helped us extend into the family consumption segment through the launching of one-litre packaged products, exported from Hong Kong. The deliveries have been progressively increased to 100 trucks per month currently," said Ms Vanessa Ng, Export Manager of VIHL.

Under the CEPA arrangement, Vitasoy has introduced seven products to the Mainland China market, namely 1-litre VITASOY Soymilk, 250mL VITASOY Mocha Soymilk, Red Bean Soymilk and Taro Soymilk, and 250mL VITA Mango Juice, Guava Juice, and Chrysanthemum Tea. The accumulated sales volume of Vitasoy products in China under CEPA now exceeds 10 million packs.

"The Vitasoy products imported under CEPA were very well received. It has helped us to expand our foothold in Mainland China. We are confident in our future development in the market," said Mr. Jack Yuan, Managing Director of Vitasoy (China) Investments Company Limited.



Caption 1: Ms Vanessa Ng (right), Export Manager of Vitasoy International Holdings Limited, and Mr. Jack Yuan, Managing Director of Vitasoy (China) Investments Company Limited picture in a ceremony celebrating over 10 million packs of Vitasoy products supplied to Mainland China under CEPA arrangement.



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Caption 2: Under the CEPA arrangement, Vitasoy has introduced seven products to the Mainland China market

Please visit <http://ketchumhk.myftp.org/KNPRHK/Vitasoy/CEPA.zip> to download the photos

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Vitasoy International Holdings Limited is one of the leading manufacturers and distributors of non-carbonated drinks with a base in Hong Kong. Founded in 1940 and with production facilities in Hong Kong, Mainland China, the United States and Australia, Vitasoy has successfully developed and launched over 1,000 stock keeping units. Vitasoy products are consumed in 40 markets throughout the world. Vitasoy is currently a constituent of the Morgan Stanley Capital International ("MSCI") Hong Kong Small Cap Index.