

Vitasoy's Vending Machines in Macau Accept Payment by Macau Pass

(Hong Kong, 26 July, 2007) – Vitasoy International Holdings Limited (“VIHL”, “Vitasoy” or “the Group”) (SEHK Code: 0345), a Hong Kong-based manufacturer and distributor of non-carbonated beverage and food, announced that its vending machines in Macau will accept payment by Macau Pass, a contact-less smartcard payment system operated by Macau Pass S.A., starting from 1st August 2007.

Currently, Vitasoy vending machines are located in major traffic flow areas in Macau such as the New Macau Maritime Ferry Terminal, Kiang Wu Hospital, schools, staff canteens, shopping malls, commercial buildings and other recreation areas. Various types of products are sold including VITASOY soymilk, VITA Lemon Tea, Tsing Sum Zhan drinks, Cha T Din drinks, and VITA Distilled water, via the machines. The installation of Macau Pass in all Vitasoy's vending machines in Macau will be completed by end of August 2007.

Mr. Larry Eisentrager, Executive Director of VIHL, said, “We are very delighted to become one of the first retailers adopting this new payment system, which is convenient for both retailers and consumers to settle payments. Macau is an important market in the Pearl River Delta region for Vitasoy's Hong Kong operation, and we see a significant growth in our business in recent years, thanks to the reviving economy. With our fast growing business in Macau, we believe that the use of Macau Pass will bring positive impact to our business.”

– END –

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 currently provides consumers in 40 markets worldwide with over 1,000 stock keeping units. Over the years, Vitasoy has successfully established a corporate image as “the soy expert”. Vitasoy is a constituent of the Morgan Stanley Capital International (“MSCI”) Hong Kong Small Cap Index.



Caption 1:

Starting from 1st August 2007, Vitasoy's vending machines in Macau accept payment by Macau Pass, a contact-less smartcard payment system operated by Macau Pass S.A., to provide convenience to local consumers.



Caption 2:

Mr. Wayne Pang (left), Macau Branch Manager of Vitasoy, and Mr. Keith Ko (right), General Manager of Macau Pass S. A. pictured at Macau Pass Press Conference.

Please visit <http://ketchumhk.myftp.org/knprhk/Vitasoy/MacauPass.zip> for downloading the photos.

For media enquiry, please contact:

Stella Lung, Public Relations Manager, Vitasoy International Holdings Ltd.

Tel: 2468 9644 Fax: 2465 1008 E-mail: publicrelations@vitasoy.com

Angela Hui, Ketchum Hong Kong

Tel: 3141 8091 Fax: 2510 8199

E-mail: angela.hui@knprhk.com