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碧生源控股有限公司

BESUNYEN HOLDINGS COMPANY LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 926)

ANNOUNCEMENT

Besunyen Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) noted that the State Food and Drug Administration of the People’s Republic of China (the “**SFDA**”) published the “Notice of cessation of production, sale and use of medicinal products and ingredients containing sibutramine (SFDA no. 2010 – 432)” (《關於停止生產銷售使用西布曲明製劑及原料藥的通知》(國食藥監辦{2010}432號)) (the “**Notice**”) on October 30, 2010, ordering the cessation of production, sale and use of products containing sibutramine, which is an ingredient found in many products used for dieting purposes. According to the Notice, manufacturers are responsible for recalling and destroying the products containing sibutramine which are being sold in the market.

The Group wishes to clarify that its Besunyen Slimming Tea products do not contain sibutramine or any western medicinal ingredients. Such products are made from the Group’s proprietary formula comprising green tea, honey and Chinese medicinal herbs, including honeysuckle (金銀花), cassia seed (決明子), lotus leaf (荷葉), hawthorn (山楂), senna (番瀉葉) and fiveleaf gynostemma herb (絞股藍) and hence, will not be affected by the Notice.

The board of directors of the Company (the “**Board**”) is of the view that in the short run, the Notice may affect consumers’ confidence and the market for dieting products (including the slimming tea products of the Group) as a whole. However, the Board is confident that consumers will recognize that the Besunyen Slimming Tea products do not contain any SFDA sanctioned ingredients.

The Group will continue to monitor the Notice and other notices issued by the SFDA and their effects on the Group and will make further announcements if there is any material impact on the business of the Group.

By order of the Board
Besunyen Holdings Company Limited
Zhao Yihong
Chairman

Hong Kong, November 5, 2010

As at the date of this announcement, the executive Directors of the Company are Mr. Zhao Yihong and Ms. Gao Yan; the non-executive Directors of the Company are Mr. Zhuo Fumin and Mr. Wang Bing; and the independent non-executive Directors of the Company are Mr. Huang Jingsheng, Mr. Wong Lap Tat, Arthur and Ms. Xin Katherine Rong.