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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**”) and its subsidiaries (hereinafter collectively referred to as the “**Group**”) have noted the following report was published in National Business Daily (《每日經濟新聞》) of China on 14 October 2010: “According to information available from the official website of the State Food and Drug Administration, the only approval document that Besunyen Detox Tea has received is Jing Shi Jian Guang Shen (Shi) No. 2009120183 (京食健廣審(視)第2009120183號), the validity of which will expire on 29 December 2010. It is primarily a circular notifying the new packaging of the product. However, our reporter(s) found that certain advertisements for which approval documents had already expired are still being broadcasted on public buses. In addition, the valid approval documents of Besunyen Slimming Tea are not entirely consistent with the contents of the approved televised advertisements.”

The Company would like to state that: **Advertising approval documents have been obtained and are currently in effect for all advertisements presently placed for broadcasting by the Group. The contents of the advertisements are consistent with such approval documents and not in**

**contravention of any regulations. The approval documents for product advertisements of the Group can be verified at the official website of the State Food and Drug Administration of China.** The relevant approval documents for public bus advertisements are listed as follows:

<b>Name of brand</b>	<b>Name of health food product</b>	<b>Approval document of health food advertisement</b>	<b>Contents of advertisement</b>	<b>Period of validity of advertisement</b>
Besunyen Brand	Besunyen Detox Tea	Jing Shi Jian Guang Shen (Shi) No.2010030051	30-second TV advertisement of Besunyen Detox Tea	2010.03.02–2011.03.01
Besunyen Brand	Besunyen Detox Tea	Jing Shi Jian Guang Shen (Shi) No.2010030050	15-second TV advertisement of Besunyen Detox Tea	2010.03.02–2011.03.01
Besunyen Brand	Besunyen Detox Tea	Jing Shi Jian Guang Shen (Shi) No.2010030045	5-second TV advertisement of Besunyen Detox Tea	2010.03.02–2011.03.01
Besunyen Brand	Besunyen Detox Tea	Jing Shi Jian Guang Shen (Shi) No.2009120183	15-second TVC of new packaging of Detox Tea	2009.12.30–2010.12.29
Besunyen Brand	Besunyen Detox Tea	Jing Shi Jian Guang Shen (Shi) No.2010060147	5-second TV advertisement of Besunyen Detox Tea	2010.06.04–2011.06.03
Besunyen Brand	Besunyen Slimming Tea	Jing Shi Jian Guang Shen (Shi) No.2009120181	15-second TV advertisement of Besunyen Slimming Tea	2009.12.25–2010.12.24
Besunyen Brand	Besunyen Slimming Tea	Jing Shi Jian Guang Shen (Shi) No.2009120182	5-second TV advertisement of Besunyen Slimming Tea	2009.12.25–2010.12.24

The report of National Business Daily is evidently untrue and, after citation by other media, has had a negative impact on the brand image of the Group. The Group appreciates media supervision but would like to see that media reports are objective and factually correct, so as not to mislead the general investors and consumers.

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

Hong Kong, October 15, 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.*