

【For Immediate Release】



碧生源控股有限公司
Besunyen Holdings Company Limited

Besunyen, CCTV-2 ink milestone tie-up
Launch China's first inspirational weight-loss reality show
to sparkplug healthy lifestyles

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(28 October 2013— Hong Kong) – Besunyen Holdings Company Limited, a leading provider of therapeutic tea products in China (“Besunyen” or the “Group”, HK stock code: 926.HK) announced that the group, as a sponsor, is cooperating with CCTV-2 to launch China’s first major inspirational weight-loss reality show “The Biggest Loser” (“the show”) to impart positive energy and promote healthy lifestyles to the public.

“The Biggest Loser” is based on a reality show of the same name which has gained huge popularity in the US with over 90 broadcast platforms. The program is the inaugural inspirational weight-loss reality show in China. The show educates audiences about the knowledge of healthy weight-loss, combined with Chinese traditional fitness wisdom. The TV show will document the authentic weight-loss odysseys of contestants and share the remarkable and encouraging processes they undergo. Additionally, the show adds Chinese characteristics in every segment. The show invites famous athletes or models as fitness coaches to guide contestants as well as invites stars to join the show as cheer leaders or guests to encourage contestants. Both public attention and the credibility of the show therefore get increased. The show is being broadcast every Sunday night during prime-time, with ten episodes. The show has broadened regional social influence and has been closely watched by the public and evoked fervent repercussion since its launch.

Over the past decade, Besunyen has strived to provide healthy lifestyle advocates with therapeutic tea products that are effective, safe, affordable and convenient-to-use. Besunyen Slimming Tea is one of the Company’s best-selling products and has a leading market share in the slimming market. All the raw materials of Besunyen Slimming Tea are natural, safe and healthy in order to provide a healthy, convenient and safe method for those pursuing weight-loss, using therapeutic tea products. The underlying theme of the show -- “Keep Fit Together, Reclaim a Confident Life” -- happens to be the same view shared with Besunyen’s healthy concepts.

Mr. Zhao Yihong, Chairman and Chief Executive Officer of the Group said, “Besunyen, as the leading therapeutic tea products brand in China, encourages the concept of herbal extracts and therapeutic teas for body toning (草本精粹, 养生茶疗) while advocating a green and healthy lifestyle. Besunyen is committed to promoting

healthier practices among modern-day Chinese. We are very pleased to sponsor “The Biggest Loser” produced by CCTV. We believe that with the broad coverage of CCTV, through this high-profile show, the public will enhance their knowledge of healthy weight-loss methods, raise awareness of healthy lifestyles proposed by Besunyen and achieve a deeper understanding of health concepts to which Besunyen has always adhered.”

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About Besunyen Holdings Company Limited(stock code:926.HK)

The Group is a leading provider of therapeutic tea products in China, engaging in the development, production, sales and marketing of therapeutic teas and other health food products. The Group’s products use exclusive formula and are manufactured with high quality traditional Chinese medicine and tea leaves, providing effective, safe, affordable and convenience for those with mild chronic or recurring health problems as well as those seeking to maintain a healthy body and lifestyle. The majority of the Group’s sales turnover comes from the Group’s two best-selling products, namely Besunyen Detox Tea and Besunyen Slimming Tea. Based on a survey conducted by China Southern Medicine Economic Research Institute in February 2013, these two products of the Group were both the leading products in the detox and slimming categories distributed through retail pharmacies in China. In terms of sales turnover, these two products accounted for a market share of 20.8% and 32.5% in the detox and slimming categories respectively in retail pharmacies in China in 2012. The Group’s distribution network covers over 309 distributors in 31 provinces, autonomous regions and centrally- administrated municipalities in China, covering approximately 126,000 retail outlets including 118,000 retail pharmacies and 8,000 supermarkets, hypermarkets and chain stores as of 30 June 2013.

Please visit the Company’s website <http://ir.besunyen.com/html/index.php>

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