



PRESS RELEASE

17th October, 2008

Our Premium Quality Brands in 2008 Beijing Olympic Games

Lam Soon Group is privileged to announce that we were chosen as the Official Flour Supplier of the 2008 Olympic Beijing Games for the supply of two renowned brands, “Golden Statue bread flour” and “American Roses cake flour”.

On 25th September 2008, Mr. Zhang, General Manager of Beijing Grain Corporation, the Official Supplier of Beijing Olympic Games 2008 – honored a letter of appreciation and a medal plate in a press conference to Lam Soon Group as “The Outstanding Supplier” of 2008 Beijing Olympic Games. The Shenzhen Government of Guangdong also presented its letter of appreciation to Lam Soon with an interview by Shenzhen City TV Channel during the conference on 9th October, 2008.

Mr. Zhang, General Manager of Beijing Grain Corporation, pointed out that Lam Soon’s production and quality control are in compliance with various international standards. The government officials of Guangdong Province and Quality Surveillance Bureau of Shenzhen also witnessed the flour testing and production process.

Lam Soon Group is delighted to receive the recognition and appreciation honored by the mainland government. We are proud of the opportunity to be involved our famous brands and people in such successful events in the history of China and Olympic Games.

Mr. Joey O’Young, General Manager of Flour Division of Lam Soon indicated to the press that “ Although the Olympic Games was completed, providing premium safety products is always a continuous project for us. We will continue our commitment in enhancing quality control in purchasing, production, packing and logistic in providing the efficient service and safety products to our customers. We would also like to take this opportunity to thank the Beijing Grain Corporation, the government, and many of our business partners as well as our employees who gave full support to us for the supply arrangement. It was a rewarding experience and involvement of our Group.”

Golden Statue and American Roses are the core flour brands of the Group and they are the most popular and leading brands in Hong Kong and China. The Group supplied more than 45% of the Hong Kong’s flour consumption market. In China, they are also the dominated brands in the premium segment. With the top flour quality, over 90% of the four-star and more prestigious hotels in Hong Kong and China are the customers of these two brands.



During recent incident of melamine adulteration in dairy products, Lam Soon had commissioned The Hong Kong Standards & Testing Centre Ltd. (HKSTC) in performing extensive testing on its flour products. We are in confidence to declare that all our flour products have passed the tests. They are in full compliance with the food regulations of Hong Kong and PRC.

Our Group Technical Director, Dr. Albert Chiu revealed that ever since the first outbreak of the melamine adulteration in Chinese gluten used in US pet food last year, Lam Soon had already shown keen concern and had further strengthened our quality surveillance systems by conducting extensive tests in all of our flour, premix products as well as wheat bran and had confirmed that all Lam Soon flour products were found absence of melamine.

The full compliance of food regulations and in particular absolute absence of melamine confers safety and healthiness of all Lam Soon products and they represent ready source of plant protein, which is an essential nutritional element for the human body.

Lam Soon has the vision to build its flour business as the premier supplier in Hong Kong and China. It is currently operating two plants in Shekou (Shenzhen) and Yixing (Jiangsu) respectively. Its daily milling capacity is 1,950 metric tons. Lam Soon Group is also building a new plant at Qingzhou (Shandong) which has a daily capacity of 500 metric tons.

Lam Soon is a member of Hong Leong Group and was incorporated in Hong Kong since 1961 and was listed in the Hong Kong Stock Exchanges since 1972 (Code No. 411). Its core businesses are flour milling, edible oil and detergent. The Group has six renowned household brands, Golden Statue bread flour and American Roses cake flour, Knife and Red Lantern edible oil, as well as AXE and Labour detergent brands, they are the leading brands in the respective markets.

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