Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

PRINCE FROG INTERNATIONAL HOLDINGS LIMITED 青蛙王子國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1259)

VOLUNTARY ANNOUNCEMENT UNUSUAL PRICE AND VOLUME MOVEMENTS

This announcement is made on a voluntary basis pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

The board of directors (the "Board") of Prince Frog International Holdings Limited (the "Company") noted the decrease in the share price and increase in trading volume of the shares of the Company today and wish to state that the Board is not aware of any reasons for such fluctuations.

The Board confirms that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Rule 13.23 of the Listing Rules, neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Shareholders and investors are advised to exercise caution when dealing in the shares of the Company.

Made by the order of the Board, the directors of which individually and jointly accept responsibility for the accuracy of the above statement.

By order of the Board

Prince Frog International Holdings Limited

Li Zhenhui

Chairman

Hong Kong, 8 June, 2012

As at the date of this announcement, the Board comprises (i) five executive directors, namely Mr. Li Zhenhui, Mr. Xie Jinling, Mr. Ge Xiaohua, Mr. Huang Xinwen and Ms. Hong Fang; and (ii) three independent non-executive directors, namely Mr. Chen Shaojun, Mr. Ren Yunan and Mr. Wong Wai Ming.