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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)

DATE OF BOARD MEETING

The board of directors (the “**Board**”) of Prince Frog International Holdings Limited (the “**Company**”) hereby announces that a meeting of the Board of the Company will be held on Tuesday, 30 August 2011 for the purposes of, among other matters, approving the announcement of the consolidated interim results of the Company and its subsidiaries for the six months ended 30 June 2011 for publication and considering the proposed payment of an interim dividend, if any.

By order of the Board
Prince Frog International Holdings Limited
Hong Fang
Company Secretary

Hong Kong, 18 August 2011

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