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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 22 August 2012 (Wednesday) for the purposes of, among other matters, approving the announcement of consolidated interim results of the Company and its subsidiaries for the six months ended 30 June 2012 for publication, and considering the payment of an interim dividend, if any.

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

Hong Kong, 8 August 2012

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; and three independent non-executive directors, namely Mr. Chen Shaojun, Mr. Ren Yunan and Mr. Wong Wai Ming.