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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)

CHANGE OF PRINCIPAL PLACE OF BUSINESS IN HONG KONG

The board of directors (the “**Board**”) of Prince Frog International Holdings Limited (the “**Company**”) announces that the principal place of business of the Company in Hong Kong has been changed to Suite 602A-3, 6/F, Ocean Centre, Harbour City, 5 Canton Road, Tsimshatsui, Hong Kong with effect from 13 October 2011.

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

Hong Kong, 13 October 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.