

Major Events

Major Events of Huiyuan Juice in 2006

1
Marketing activities on promotion of "Drink Huiyuan in the New Year, Dreams Come True" on media nationwide such as CCTV and Phoenix TV.

January



2
Successfully launched the juice products series with juice fibres under the "Guo Xian Mei" brand which are designed for the young female consumer community.

February



March

3
Successfully launched the new products licensed under the "Disney" brand which were targeted at consumers who like Disney characters.



May

5
Held a meeting on marketing and at the same time proceeded with the "Action to Win" training programme.



July

7
Introduced strategic and financial investors including Danone Asia, Warburg Pincus Funds and Value Partners Limited.

Major Events

Jointly sponsored "The Most Attractive Person" Pageant for selecting the image representative for "Guo Xian Mei" brand with Cable Travel Channel.

August



Participation in the 2006 National Juice Association meeting & juice processing industry with representatives visiting the headquarters of Huiyuan Juice.

September



November

Succeeded in bidding for the exclusive naming title of the Chinese New Year's evening commentary programme on CCTV and the daily weather forecast advertisement on CCTV. By winning the two large advertisement resources, Huiyuan Juice became the most influential company in the Chinese New Year programming and Lantern Festival programming of CCTV, which strongly drove the sales of Huiyuan Juice.



December

Successfully sponsored the CCTV-MTV Music Awards 2006 held at Shanghai Theatre. Commenced marketing activities in Shanghai with the theme "Drink Huiyuan Juice, watch the grand ceremony, enjoy traveling in Hong Kong". Extended this strategic cooperation agreement into 2007.