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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)

VOLUNTARY ANNOUNCEMENT

This is a voluntary announcement made by Prince Frog International Holdings Limited (the “**Company**”).

The board of directors (the “**Board**”) of the Company was informed by Jinlin Investment Company Limited, an offshore company wholly-owned by Mr. Xie Jinling, a director of the Company, that Jinlin Investment Company Limited transferred 49,500,000 shares of the Company to an offshore company wholly-owned by Mr. Xie’s daughter on 26 January 2012. After such transfer, the shares held by Jinlin Investment Company Limited in the Company were reduced from approximately 29.31% to approximately 24.40% (as of the date of this announcement).

By Order of the Board
Prince Frog International Holdings Limited
Chairman
Li Zhenhui

Zhangzhou, PRC
3 February 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; (ii) one non-executive director, namely Mr. Yang Feng; and (iii) three independent non-executive directors, namely Mr. Chen Shaojun, Mr. Ren Yunan and Mr. Wong Wai Ming.