

For Immediate Release

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## **Over 10% Increase in Total Order Amount at 2012 Baofeng Fair for Spring and Summer Collections**

[13 January 2012, Hong Kong] --- China's leading fashion footwear enterprise Baofeng Modern International Holdings Co., Ltd ("Baofeng" or the "Company", stock code: 1121) achieved satisfactory results at its 2012 Fair for Spring and Summer Collections which has just closed, recording over 10% increase year on year in total order amount and attracting more than 600 dealers and business representatives.

The main reasons for the enthusiastic attendance of dealers include: (1) the Company has concluded an agreement with NBA earlier to jointly launch footwear with the NBA brand, which attracted the attention of and was highly recognized by other sportswear and footwear distributors other than regular dealers. (2) New products with Boree and Baofeng brands, Miss-Asia series and high-end fashion series of Italian design were all extensively well received by the market.

Mr. Chen Qingwei, CEO and executive director of Baofeng, said, "Baofeng's endeavor for brand promotion and continuous improvement of product quality has been acknowledged by our distributors, which boosts our confidence. Meanwhile, the new series reflect Baofeng's current diversification strategy and push up the unit price of our products. In the future, we will continue to focus on diversifying the product mix and launch new products constantly to further impress our consumers with the image of professional and fashion brand and bringing more fashion footwear to our consumers."

Having concluded cooperation agreements with the world renowned NBA and Swarovski, the Company is proactively exploring medium-to-high end brand market and approaching with many other famous brands in Europe and America for further development, which aims to generate more synergy effect for the products of the Company.

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## **About Baofeng Modern International Holdings Co., Ltd**

**Baofeng Modern International Holdings Company Limited** (stock code: 1121) was listed on the Main Board of the Stock Exchange of Hong Kong on 28 January 2011. It is committed to continuously expanding its Boree and Baofeng branded businesses and maintaining its prominence in the casual footwear market in the PRC through other key business strategies. With the success of Boree brand, the Company will continue to promote the brand in the medium-to-high end market, to secure its identity as a brand which places emphasis on fashion and trends, and to explore opportunities establishing a market presence in Asia. In order to further diversify its product portfolio, the Company has entered a three year partnership with NBA China. Further, it has established strategic partnership with Swarovski (Guangzhou) Trading Co., Ltd, a world famous brand name for premium quality crystal component product provider. The partnership with NBA China and Swarovski will further broaden the Company's line of products and help the Company to achieve sustainable business growth, tap the medium-to-high end market, and increase its recognition in the PRC footwear industry by reaching more consumers.

The press release is distributed by Wonderful Sky Financial Group on behalf of Baofeng Modern International Holdings Co., Ltd.

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