

For Immediate Release

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## **“Miss Asia Series” by Baofeng Debuts to Seek Greater Expansion into the Fashion Consumer Market**

(20 January 2012, Hong Kong) --- China’s leading fashion footwear enterprise Baofeng Modern International Holdings Co., Ltd (“Baofeng” or the “Company”, stock code: 1121) is the partnership and sponsorship with the Miss Asia Pageant 2011 (“Miss Asia”). The “Miss Asia” series - shoes which contains Swarovski elements, has been launched for this international beauty contest.

Baofeng has provided Miss Asia with a number of shoes with distinct style, which diffuse their noble and elegant temperament. Miss Asia has newly added the “ATV Miss Asia Fascinating Leggy Award”, and invited Mr. Chen Qingwei, CEO and executive director of Baofeng to attend the Miss Asia Pageant 2011 and be the guest of honor in Hainan.

The shoes of “Miss Asia” series has been launched in Baofeng shops, Mr. Chen Qingwei thinks the “Miss Asia” series is a new attempt of the Company, he said, “The cooperation has further enhanced Baofeng’s image of professional and fashion brand, as well emphasized the company is proactively exploring the medium-to-high end brand market, which brings significant and positive impact to 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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