



四通控股有限公司

STONE GROUP HOLDINGS LIMITED

**Press Release**

**For immediate release**

## **Sales of Stone Group Holdings Limited's Healthcare Products Increased During the Spring Festival of 2008**

**(31 March 2008 / Hong Kong)** -- Stone Group Holdings Limited (SEHK code: 409, "Stone" or the "Group") today announced that its healthcare products attained encouraging sales performance in Mainland China during the Spring Festival of 2008.

Depending on a good reputation established over the last decade, cutting edge in branding and the iconic image of an ideal holiday gift, Naobaijin, one of the Group's major healthcare products, has maintained its continuous leading position in an intensifying competition in China's healthcare product market. In spite of heavy snowstorms in Mainland China during the Spring Festival of this year, sales of Naobaijin still increased when compared with the corresponding period in 2007. Naobaijin Triple Pack, a product set which was introduced to the market in July 2007, was found to be very popular among consumers during the Spring Festival of this year.

GoldPartner, another major healthcare product of Stone, has been reshaped as not only an ideal holiday gift but also a daily healthy product for the general public after its repositioning. This innovative marketing strategy led sales of the product to a new record high by making an increase of over 10% during the Spring Festival of this year when compared with that of last year.

In order to cater for different needs pertaining to consumers' different ages, genders and physical conditions, the Group also launched the GoldPartner for men in July 2007, this provided customers with more product choices.

Currently, the Group possesses a sales network across the northeastern, northern, eastern, central and southern parts of China, with over 3,000 distributors and 300,000 retail outlets.

Besides, the Group has begun to sell Huangjin Xuekang, a product having supplementary health care effect on blood-lipid on pilot run since the Spring Festival of 2006. Sales of Huangjin Xuekang have been gradually increasing and the image of "young blood" generated by the product has been successfully developed. This

marked another recognition from consumers for the quality of the Group's healthcare products and gained enthusiastic response from the market.

**Mr. Duan Yongji, Chairman of Stone Group Holdings Limited** said, "The PRC's robust economy and rise in the public's awareness of nutrition and health promoted a trend of making healthcare products as gifts to friends and relatives during the Spring Festival. As sales of healthcare products have been on a rising trend, we believe there is a vast growth potential in the market's consumption per capita. Intensifying competition in the country's healthcare product market is selecting able players to stay, and this indicates that the market is entering a stage for mature name-brands. Going forward, in view of the market will be dominated by several leading brands, making brands of goodwill have a growing importance. Thus, we will continue capturing market opportunities, expanding our sales network and continuously developing our Healthcare Products Business at a steady pace, in order to increase our market share."

#### **About Stone Group Holdings Limited**

Stone Group Holdings Limited (Stock code: 409), is a company listed on the Hong Kong Stock Exchange. It is principally engaged in IT Electronics and Media-related business, and the distribution of consumer healthcare products and investment business. The Group's IT Electronic and Media-related business includes (i) the manufacture and distribution of traditional electronic products such as dot matrix printers and value-added tax control machines with patented intellectual property, and also as the agency and distributor of industrial controllers, uninterrupted power system equipment, digital graphics, semiconductors, computers, etc. Product coverage includes SIEMENS and FUJI; and Sunnet Café; (ii) Its healthcare products business mainly focuses on "Naobaijin" and "GoldPartner" products. Since the Spring Festival of 2006, the Company has begun to sell the new product "Huangjin Xuekang" (「黃金血康」) on pilot run. Stone has also invested in Me To You, CCN and some listed securities, and established a joint venture, which is engaged in mineral resources exploration in Middle East region and others, and ancillary business.

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