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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)

ELECTION OF MEANS OF RECEIPT AND LANGUAGE OF CORPORATE COMMUNICATIONS

The Company is making arrangements to ascertain the preferences of its Shareholders with respect to the election of means of receipt and language of its future Corporate Communications in accordance with Rules 2.07A and 2.07B of the Listing Rules.

INTRODUCTION

To support environmental protection and to save printing and mailing costs, the Company is making arrangements to ascertain how its Shareholders wish to receive all future Corporate Communications of the Company: (i) by electronic means through the Company's website at www.princefrog.com.cn; (ii) in printed form of English language version only; (iii) in printed form of Chinese language version only; or (iv) in printed form of both English and Chinese language versions.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. The Company will send a letter to its Shareholders on 1 August 2011 (the "**First Letter**") together with a reply form (the "**Reply Form**") with a postage pre-paid mailing label attached for posting within Hong Kong, both prepared in English and Chinese, to enable them to elect to receive the Company's future Corporate Communications in one of the following ways: (i) by electronic means through the Company's website at www.princefrog.com.cn; (ii) in printed form of English language version only; (iii) in printed form of Chinese language version only; or (iv) in printed form of both English and Chinese language versions.

The Reply Form should be completed, signed and returned by post using the mailing label or by hand delivery to the Company c/o the Hong Kong Share Registrar at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

2. **The First Letter explains that if the Company does not receive the duly completed and signed Reply Form or a response indicating an objection from the Shareholder on or before 29 August 2011 and until the Shareholder informs the Company otherwise by reasonable prior notice in writing to the Hong Kong Share Registrar at the above address or by email to prince.ecom@computershare.com.hk, the Shareholder is deemed to have consented to read all future Corporate Communications published on the Company's website in place of receiving printed copies.**
3. For those Shareholders who have chosen to receive Corporate Communications in printed form, the Company will send the selected language version(s) of the Corporate Communications to them unless and until they notify the Hong Kong Share Registrar by reasonable prior notice in writing or by email to prince.ecom@computershare.com.hk that they wish to receive the Corporate Communications in the other (or both) language(s), or by electronic means through the Company's website.
4. For those Shareholders who have chosen or are deemed to have chosen to receive Corporate Communications by electronic means through the Company's website, the Company will send a printed notification letter of the publication of the relevant Corporate Communication(s) on the Company's website by post to such Shareholders at their addresses as appearing in the Company's register of members maintained by the Hong Kong Share Registrar.
5. When each printed Corporate Communication is sent out by the Company in accordance with the arrangements described in paragraph 3 above, a letter (the "**Second Letter**") and a change request form (the "**Change Request Form**") with a postage pre-paid mailing label for posting within Hong Kong, both prepared in English and Chinese, will be attached to or printed in the relevant Corporate Communications, specifying that the Corporate Communications prepared in the other (or both) language(s) will be available upon request, and such Shareholders may change the means of receipt and/or their choice of language(s) of Corporate Communications by completing and returning the Change Request Form to the Hong Kong Share Registrar.
6. Shareholders are also entitled at any time by reasonable prior notice in writing to the Company c/o Hong Kong Share Registrar to change the choice of language(s) and/or the means of receipt of Corporate Communications. Shareholders may also send such notice by email to prince.ecom@computershare.com.hk. With respect to Shareholders who have chosen or are deemed to have consented to receive Corporate Communications using electronic means but for any reason have difficulty in receiving or gaining access to the Corporate Communications, the Company will promptly upon request send the Corporate Communications to such Shareholders in printed form free of charge.
7. All Corporate Communications in both English and Chinese, and in accessible format, will be available on the Company's website at www.princefrog.com.cn. Soft copies in both languages of all such Corporate Communications will be submitted to the Stock Exchange pursuant to the Listing Rules and will be available on the website of the Stock Exchange at www.hkexnews.hk.
8. The Company has provided a hotline service (Telephone No.: (852) 2862 8688 during business hours within 28 calendar days beginning from 1 August 2011, which are from 9:00 a.m. to 6:00 p.m. on Monday to Friday, excluding Hong Kong public holidays) to enable Shareholders to make enquiry of the Company's proposed arrangements set out above.

9. The First Letter and the Second Letter will mention that both languages of each Corporate Communication will be available on the Company’s website and the website of the Stock Exchange and the hotline service has been provided as mentioned in the arrangements described in paragraphs 7 and 8 above, respectively.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

“Board”	the board of directors of the Company
“Company”	Prince Frog International Holdings Limited (青蛙王子國際控股有限公司), a company incorporated as an exempted company with limited liability in the Cayman Islands and whose shares are listed on the Main Board of the Stock Exchange
“Corporate Communication(s)”	<p>any document(s) issued or to be issued by the Company for the information or action of holders of any of its securities as defined in Rule 1.01 of the Listing Rules, including but not limited to:</p> <ul style="list-style-type: none">(a) the directors’ report, its annual accounts together with a copy of the auditor’s report and, where applicable, its summary financial report;(b) the interim report and, where applicable, its summary interim report;(c) a notice of meeting;(d) a listing document;(e) a circular; and(f) a proxy form
“Hong Kong”	The Hong Kong Special Administrative Region of the People’s Republic of China
“Hong Kong Share Registrar”	the Company’s share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange

“Shareholder(s)” holder(s) of the ordinary share(s) in the issued share capital of the Company, with a nominal value of HK\$0.01 each

“Stock Exchange” The Stock Exchange of Hong Kong Limited

By Order of the Board
Prince Frog International Holdings Limited
HONG Fang
Executive Director and Company Secretary

Fujian, 1 August 2011

As at the date of this announcement, the executive directors of the Company are Mr. LI Zhenhui (Chairman), Mr. XIE Jinling, Mr. GE Xiaohua, Mr. HUANG Xinwen and Ms. HONG Fang; the non-executive director of the Company is Mr. YANG Feng; and the independent non-executive directors of the Company are Mr. CHEN Shaojun, Mr. REN Yunan and Mr. WONG Wai Ming.