

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)

1 August, 2011

Dear Sir/Madam,

Election of Language and Means of Receipt of Corporate Communication

Pursuant to Rules 2.07A and 2.07B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, we are writing to seek your election in relation to the following matters regarding the future corporate communications (the "Corporate Communication") of Prince Frog International Holdings Limited (the "Company"), which includes any document(s) issued or to be issued by the Company for the information or action of any holders of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' 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.

You may choose:

- (1) to read and/or download the Corporate Communication published on the Company's website at www.princefrog.com.cn (the "Website Version") instead of receiving printed copies; or
- (2) to receive a printed English version of the Corporate Communication only; or
- (3) to receive a printed Chinese version of the Corporate Communication only; or
- (4) to receive both the printed English and Chinese versions of the Corporate Communication.

Please mark a "X" in the appropriate box in the enclosed reply form (the "Reply Form") and sign and return the same by hand delivery or by using the mailing label (need not affix a stamp when returning, if posted in Hong Kong). Please affix an appropriate stamp, where necessary, and send to the Company's Share Registrar, Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

If the Company does not receive the duly completed and signed Reply Form or receive no response from you indicating your objection to access the Corporate Communication by electronic means through the Company's website within 28 calendar days beginning from the date of this letter, i.e. on or before 29 August 2011, and until you inform the Company otherwise by reasonable prior notice in writing to the Company's Share Registrar at the above address or send a notice by email to prince.ecom@computershare.com.hk, you will be deemed to have consented to receiving the Website Version.

If you have chosen (or are deemed to have chosen) the Website Version, a notification of the publication of the Corporate Communication on the Company's website will be sent to you by post to your address as appearing in the Company's register of members.

For the purpose of environmental protection, you are encouraged to select the Website Version. You are entitled at any time to change your choice of language(s) and/or the means of receipt of Corporate Communication by sending reasonable prior notice in writing to the Company's Share Registrar at the above address. You may also send such a notice by email to prince.ecom@computershare.com.hk. If you have chosen (or are deemed to have chosen) the Website Version but for any reason have any difficulty in receiving or gaining access to the Corporate Communication, the Company will promptly upon your request send the printed version of the Corporate Communication to you free of charge.

Please note that:

- (a) both the printed English and Chinese versions of the Corporate Communication will be available from the Company or its Share Registrar on request; and
- (b) both the English and Chinese versions of the Corporate Communication will be available on the Company's website at www.princefrog.com.cn and on the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk.

Should you have any queries within 28 calendar days beginning from the date of this letter, please contact the Company's Share Registrar at (852) 2862 8688 during business hours (9:00a.m. to 6:00p.m., Monday to Friday, excluding Hong Kong public holidays).

By order of the Board
Prince Frog International Holdings Limited
Mr. Li Zhehui
Chairman

Encl

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