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BENEFUN INTERNATIONAL HOLDINGS LIMITED

奮發國際控股有限公司 *

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1130)

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board of directors (the "Board") of Benefun International Holdings Limited ("the Company") announces that Mr. KWOK Wai has been appointed as an executive director of the Company with effect from 7 April 2009.

Mr. KWOK Wai, aged 36, possesses over 10-year frontier experiences in business and marketing in China. He specializes in project merge and acquisition and negotiation with central government, local governments and commercial corporations. Mr. Kwok served the publicly listed Vertex group and introduced international media projects into China market in 2002. In 2003, Mr. Kwok partnered the publicly listed King Fook group to form exclusive Hong Kong company serving privileged airport ground services in major Chinese airports.

Save as disclosed above, Mr. KWOK did not hold any directorship in any listed public companies in the last three years and he did not hold any position in the Company or any subsidiary of the Company.

Pursuant to a letter of appointment entered into between the Company and Mr. KWOK, the Company appointed Mr. KWOK for a term of three years until 6 April 2012 and he will subject to the retirement and re-election at annual general meeting of the Company in accordance with the bye-laws of the Company. Mr. KWOK is entitled to a director's fee of HK\$180,000 per annum which is determined with reference to his duties and responsibilities with the Company, the Company's performance and the prevailing market situation and subject to the approval of the shareholders of the Company at the annual general meeting.

Mr. KWOK is and was not connected with any directors, senior management or substantial or controlling shareholders of the Company. As at the date hereof, Mr. KWOK does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Mr. KWOK confirmed that there is no information which is discloseable nor is/was he involved in any of the matters required to be disclosed pursuant to any of the requirements of the provisions under paragraphs 13.51(2)(h) to 13.51(2)(v) of the Listing Rules, and there is no other matter which needs to be brought to the attention of the shareholders of the Company.

The Board is not aware of any matters relating to the above appointment of executive director that need to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to welcome Mr. KWOK to join the Board.

By Order of the Board
Lawrence LO King Fat
Company Secretary

Hong Kong, 7 April 2009

As at the date hereof, the Board comprises four executive directors, namely Mr. TAN Sim Chew, Mr. LO King Fat, Lawrence, Mr. LEUNG Kwong Choi and Mr. KWOK Wai; and three independent non-executive directors, namely Mr. CHEUNG Ngai Lam, Mr. LI Chun Ming, Raymond and Mr. WONG Kwai Sang.

** For identification only*