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## **BENEFUN INTERNATIONAL HOLDINGS LIMITED**

**奮發國際控股有限公司\***

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1130)**

### **ANNOUNCEMENT**

#### **EXTENSION OF DATES FOR THE LETTER OF INTENT**

The Company announces that on 30 October 2009, the Company and the Vendor have agreed in writing to extend the Dates stipulated in the Letter of Intent to 31 December 2009.

Reference is made to the announcement of Benefun International Holdings Limited (the “**Company**”) dated 30 July 2009 (the “**Announcement**”) in relation to the non-legally binding letter of intent (the “**Letter of Intent**”) with an independent third party (the “**Vendor**”) in respect of the proposed Acquisition of the Target Company. Terms used herein shall have the same meanings as defined in the Announcement unless defined otherwise herein.

As disclosed in the Announcement, the Letter of Intent included, among others, the Target Company will undergo a corporate reorganization, which in turn will hold the Patents. The reorganization is expected to be completed on or before 30 October 2009 and an exclusive right has granted to the Company for the period ended 31 October 2009 (collectively the “**Dates**”), during which the Vendor will not negotiate with third parties relating to the sale of the Target Company.

To give a reasonable additional period of time to the Vendor to complete the reorganization, on 30 October 2009, the Company and the Vendor agreed in writing to extend the Dates stipulated in the Letter of Intent to 31 December 2009.

As at the date hereof, no legally binding agreement has been entered into in connection with the Acquisition and there is no assurance that the Acquisition will materialize. If the Acquisition proceeds, the transaction may constitute a notifiable transaction for the Company under Chapter 14 of the Listing Rules and further announcement will be made by the Company in accordance with the Listing Rules.

**Shareholders of the Company and other investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board  
Benefun International Holdings Limited  
**Kam Yuen**  
*Chief Executive Officer  
and Executive Director*

Hong Kong, 30 October 2009

*\* For identification purpose only*

*As at the date of this announcement, the Board comprises five executive directors, namely Mr. Tan Sim Chew (Chairman), Ms. Kam Yuen (Chief Executive Officer), Mr. Kwok Wai, Wilfred, Mr. Leung Kwong Choi and Mr. Lo King Fat, Lawrence; and three independent non-executive directors, namely Mr. Cheung Ngai Lam, Mr. Wong Kwai Sang and Mr. Christopher David Thomas.*