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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)

VOLUNTARY ANNOUNCEMENT

INCREASE IN SHAREHOLDING OF CONTROLLING SHAREHOLDER

Prince Frog International Holdings Limited (the “**Company**”) was informed by its controlling shareholder, Prince Frog International Company Limited (“**Prince Frog International**”), a company indirectly wholly owned by Mr. Li Zhenhui, the chairman of the board of directors of the Company, that on 24 September 2012, Prince Frog International acquired 16,600,000 shares of the Company from Jinlin Investment Company Limited (“**Jinlin Investment**”), a substantial shareholder of the Company wholly owned by Mr. Xie Jinling, an executive director of the Company, for a total consideration of HK\$41,334,000.

Immediately after such transfer, Prince Frog International owns 324,308,500 shares of the Company and Jinlin Investment owns 229,383,500 shares of the Company, representing approximately 32.20% and 22.77% of the total issued share capital of the Company, respectively.

By Order of the Board
Prince Frog International Holdings Limited
Li Zhenhui
Chairman

Hong Kong, 24 September 2012

As at the date of this announcement, the board of directors of the Company comprises (i) five executive directors, namely Mr. Li Zhenhui, Mr. Xie Jinling, Mr. Ge Xiaohua, Mr. Huang Xinwen and Ms. Hong Fang; and (ii) three independent non-executive directors, namely Mr. Chen Shaojun, Mr. Ren Yunan and Mr. Wong Wai Ming.