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Labixiaoxin Snacks Group Limited
蠟筆小新休閒食品集團有限公司

(formerly known as “China Lifestyle Food and Beverages Group Limited
中國休閒食品集團有限公司”)

(incorporated in the Bermuda with limited liability)

(Stock Code: 1262)

**CHANGE OF COMPANY NAME
AND
STOCK SHORT NAME**

The Board is pleased to announce that the English name of the Company has been changed from “China Lifestyle Food and Beverages Group Limited” to “Labixiaoxin Snacks Group Limited” and the Company has adopted the Chinese name of “蠟筆小新休閒食品集團有限公司” as the secondary name of the Company in place of “中國休閒食品集團有限公司”, both with effect from 1 June 2012.

The stock short names for trading in the Shares on the Stock Exchange will be changed from “LIFESTYLE F&B” to “LABIXIAOXIN” in English and from “中國休閒食品” to “蠟筆小新食品” in Chinese, both with effect from 25 July 2012. The stock code of the Company on the Stock Exchange will remain unchanged as “1262”.

Reference is made to the announcements of China Lifestyle Food and Beverages Group Limited (now known as “Labixiaoxin Snacks Group Limited”) (the “**Company**”) dated 18 April 2012 and 31 May 2012, respectively and the circular of the Company dated 30 April 2012 (the “**Circular**”) in relation to the proposed change of company name. Unless the context otherwise requires, capitalized terms used herein shall have the same meanings as those defined in the Circular.

CHANGE OF COMPANY NAME

The Board is pleased to announce that a special resolution in relation to the Proposed Change of Company Name was duly passed by the Shareholders at the Annual General Meeting held on 31 May 2012. The Certificate of Incorporation on Change of Name and the Certificate of Secondary Name were both issued by the Registrar of Companies in Bermuda on 5 June 2012 certifying respectively that the Company has changed its name and was registered as “Labixiaoxin Snacks Group Limited” and registered with the secondary name “蠟筆小新休閒食品集團有限公司” on 1 June 2012.

The Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 9 July 2012 certifying that the new name of the Company has been registered in Hong Kong under Part XI of the Companies Ordinance (Chapter 32 of the Laws of Hong Kong).

CHANGE OF STOCK SHORT NAMES

The stock short names for trading in the Shares on the Stock Exchange will be changed from “LIFESTYLE F&B” to “LABIXIAOXIN” in English and from “中國休閒食品” to “蠟筆小新食品” in Chinese, both with effect from 9:00 a.m. on 25 July 2012. The stock code of the Company on the Stock Exchange will remain unchanged as “1262”.

EFFECTS OF THE CHANGE OF COMPANY NAME

The Change of Company Name will not affect any of the rights of the Shareholders. All existing Share certificates in issue bearing the former name of the Company will continue to be evidence of title to the Shares and remain valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for free exchange of the existing Share certificates of the Company for new Share certificates bearing the new name of the Company.

By order of the Board
Labixiaoxin Snacks Group Limited
Zheng Yu Long
Chairman

Hong Kong, 20 July 2012

As at the date of this announcement, the executive Directors are Zheng Yu Long, Zheng Yu Shuang and Zheng Yu Huan; the non-executive Directors are Li Hung Kong and Li Gang; and the independent non-executive Directors are Li Zhi Hai, Sun Kam Ching and Chung Yau Tong.