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LABIXIAOXIN SNACKS GROUP LIMITED

蠟筆小新休閒食品集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock code: 1262)

CHANGE IN SHAREHOLDING

The Board announces that on 25 January 2013, the Company was informed by COFCO BVI that it disposed of a total of 34,200,000 shares of US\$0.05 each in the capital of the Company on 23 January 2013. The Sale Shares represent approximately 3.0% of the issued share capital of the Company as at the date of this announcement. Upon completion of the Transaction, COFCO BVI ceased to be a substantial shareholder of the Company.

This announcement is made by Labixiaoxin Snacks Group Limited (the “**Company**”) on a voluntary basis.

CHANGE IN SHAREHOLDING

The board of directors (the “**Board**”) of the Company announces that on 25 January 2013, the Company was informed by COFCO Agriculture and Food Investment Limited (“**COFCO BVI**”), which held 6.4% of the issued share capital of the Company before the transaction, that it disposed of (the “**Transaction**”) a total of 34,200,000 shares of US\$0.05 each in the capital of the Company (the “**Sale Shares**”) on 23 January 2013. The Sale Shares represent approximately 3.0% of the issued share capital of the Company as at the date of this announcement. Upon completion of the Transaction, COFCO BVI ceased to be a substantial shareholder of the Company as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board further announces that despite of the change in shareholding of COFCO BVI, the strategic cooperation framework agreement dated 8 August 2011 entered into between the Company and Bio-energy and Bio-Chemical Division of COFCO Corporation (中糧集團有限公司生化能源事業部) (“**COFCO**”) remains effective. There is no change in principle for the parties to continue to further develop strategic cooperation between the Company and COFCO after completion of the Transaction. The Board is of view that the Transaction can broaden the shareholders’ base of the Company.

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

Hong Kong, 25 January 2013

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