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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)

RESIGNATION OF NON-EXECUTIVE DIRECTOR

The board of directors (the “**Board**”) of the Company announces that Mr. Li Gang, being a representative of COFCO Agriculture and Food Investment Limited (“**COFCO BVI**”), a then substantial shareholder of the Company, has resigned as a non-executive director of the Company with effect from 8 February 2013. Pursuant to the internal policies of COFCO BVI, its representative in the Board shall resign as a director once COFCO BVI ceases to be a substantial shareholder of its investment. Accordingly, Mr. Li Gang has resigned as a non-executive director of the Company. Mr. Li Gang has confirmed to the Company that there is no disagreement with the Company in any respect and save as otherwise disclosed herein, there are no matters which need to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited in relation to his resignation.

The Board emphasizes that the resignation of Mr. Li Gang would not affect its communication with COFCO BVI. The Board would also like to take this opportunity to express its gratitude to Mr. Li Gang for his contribution to the Company during his term of services.

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

Hong Kong, 8 February 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 as non-executive director of the Company and Li Zhi Hai, Sun Kam Ching and Chung Yau Tong as independent non-executive directors of the Company.