

[For Immediate Release]



Biostime International Holdings Limited

合生元國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

The 3rd Forum for Biostime VIP Specialty Stores for Baby Products & New Product Launch Conference in Xiamen

Launches of Microencapsulated Milk Calcium and DHA Series

(Hong Kong, 19 September 2011) **Biostime International Holdings Limited** ("Biostime" or the "Company", together with its subsidiaries, the "Group"; stock code: 1112), a premium pediatric nutrition and baby care products provider in China, announces that The 2011 Biostime VIP Specialty Stores Forum & New Product Launch Conference was successfully held in Xiamen International Convention and Exhibition Centre today. Over 3,000 practitioners and veterans of the baby product retailing industry from all over China were invited to the event, where they discussed topics including operation of specialty stores and market prospects. On the same day, the Group announced the launches of two major new products, Microencapsulated Milk Calcium and DHA series under the "Biostime" brand. These products will be first launched for sale in the Biostime VIP specialty stores.

The "Biostime[®] Microencapsulated Milk Calcium Series" has two new products, namely "Biostime[®] Microencapsulated Milk Calcium Chewable Tablet for Mama" and "Biostime[®] Microencapsulated Milk Calcium Chewable Tablet for Children", designed respectively for pregnant women and children above three years old. Wrapped by a microcapsule, the high-quality, superior milk Calcium can be more effectively absorbed by human bodies. The milk Calcium chewable tablets for children come in milk and fruity flavors, while the milk Calcium chewable tablets for pregnant women contain cranberry (widely recognized for its health benefits for women) powder. The tablets adopt a unique double-layer design of milk Calcium capsule and real fruit and are priced at RMB48 a box.

The "Biostime[®] DHA Series" consists of three products: "Biostime[®] DHA Soft Capsules for Children", "Biostime[®] DHA Chews for Children" and "Biostime[®] DHA Chews for Pregnant and Lactating Mothers". These DHA products are imported from Switzerland, specially formulated for newborns to three-year-olds, children above three years old and pregnant mothers. Extracted from the deep-sea tuna fish oil, using the molecular distillation technology, the pure and active DHA ingredient will aid the development of babies' brains. The DHA-to-EPA ratio of these products is 7 to 1, consistent with the composition of breast milk. These products are priced at RMB296 a box.

Mr. Luo Fei, Biostime Chairman and Chief Executive Director, said, "Biostime is dedicated to providing parents with comprehensive parenting solutions. Through the 3rd Forum for Biostime VIP Specialty Stores for Baby Products, we have obtained valuable market information shared by participants. The forum serves as a channel, in addition to the Mama 100 platform, for us to understand the market. The Group also took this opportunity to announce the launch of two new product series, in order to better meet the needs of parents and babies for high-ended and reliable pediatric nutrition products through our enhanced product portfolio."

— End —

About Biostime

Biostime is a premium pediatric nutrition and baby care products provider in China. The company's family of products includes premium probiotic supplements for children, infant formulas and dried baby food products marketed under the brand name Biostime™. In May 2010, the Company launched baby diapers and other baby care products marketed under the brand name of BMcare™. According to Nielsen, in the first half of 2011, Biostime™ is the largest player with approximately 44.0% market share in terms of retail sales in the supreme-tier infant formula market in China, and its market share in terms of retail sales in the high-tier infant formula market in China is 7.4%.

For further inquiries, please contact:

iPR Ogilvy Ltd.

Natalie Tam/ Charis Yau/ Cindy Cheuk/ Caesar Yuen

Tel: (852) 2136 6182/ 2136 6183/ 3920 7648/ 3920 7649

Fax: (852) 3170 6606

Email natalie.tam@iprogilvy.com/ charis.yau@iprogilvy.com/
cindy.cheuk@iprogilvy.com/ caesar.yuen@iprogilvy.com