

**[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)*

**Biostime Launched BMcare Brand Baby Oral Care Products  
Utilize Mama100 Membership Platform to  
Achieve Product Diversity**

(Hong Kong, 7 March 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, is pleased to announce that the Company is going to launch BMcare oral care products for sale in middle of March in the VIP specialty stores.

BMcare oral care products are the first product series launched by the Group after its listing, utilizing Mama100 membership platform to provide more high quality products for mothers to choose. Mama100 membership platform provides pregnant women and nursing mothers with a channel to communicate with each other and share parenting tips. It is also a platform that provides membership value-added services as well as membership points accumulation program.

The new product series includes toothpastes for babies as well as mothers, all of which are imported in original package from Germany. DENTAL-Kosmetik, the German supplier, has over 100 years experience in professional research and development in toothpaste. Designed especially for the delicate oral mucosa of babies, BMcare baby toothpaste uses the mild HS softball as its abrasive, which made its raw material reach the edible level.

Mr. Luo Fei, the Company's Chairman and Chief Executive Director, said, "The Group's BMcare baby care products are well received by the market since its launch in May 2010. This newly launched baby oral care product series will continue to expand BMcare product line and further develop the advantage in the membership platform. Meanwhile, BMcare brand inherited the premium positioning of Biostime brand, which enable the Group to better satisfy the demand for high quality and safe baby products in China."

- 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*<sup>™</sup>. In May 2010, the Company launched baby diapers and other baby care products marketed under the brand name of *BMcare*<sup>™</sup>. According to Euromonitor International, *Biostime*<sup>™</sup> products occupied approximately 85.4% market share in terms of retail sales in the children's probiotic supplements market, and approximately 13.1% market share in terms of retail sales in the supreme-tier infant formula market in China in 2009.

### **For further inquiries, please contact:**

#### **iPR Ogilvy LTD.**

Natalie Tam/ Charis Yau/ Nelson Lee/ Jenny Fang/ Cindy Cheuk

Tel: (852) 2136 6182/ 2136 6183/ 2136 6956/ 3920 7609/ 3920 7648

Fax: (852) 3170 6606

Email natalie.tam@iprogilvy.com/ charis.yau@iprogilvy.com/  
nelson.lee@iprogilvy.com/ jenny.fang@iprogilvy.com  
cindy.cheuk@iprogilvy.com