



BENEFUN INTERNATIONAL HOLDINGS LIMITED

奮發國際控股有限公司 *

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1130)

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board of directors (the "Board") of Benefun International Holdings Limited ("the Company") announces that Mr. LEUNG Kwong Choi has been appointed as an executive director of the Company with effect from 6 October 2008.

Mr. LEUNG Kwong Choi, aged 52, holds a Bachelor of Social Science Degree from the Chinese University of Hong Kong. He had been working for 10 years in the marketing department of Hang Lung Development Ltd since graduation. Mr. LEUNG had also served the positions of executive director of Top Glory Holdings Ltd, China Food Ltd. and Cheung Tai Hong Holdings Ltd, all of which are companies with shares listed on The Stock Exchange of Hong Kong Limited ("the Stock Exchange").

Mr. LEUNG has over 27 years of real estate and business experience in Hong Kong and the PRC concentrating in property investment and development, acquisition and merger, deal making and investment projects arrangement.

Save as disclosed above, Mr. LEUNG did not hold any directorship in any listed public companies in the last three years and he did not hold any position in the Company or any subsidiary of the Company.

Pursuant to a letter of appointment entered into between the Company and Mr. LEUNG the Company appointed Mr. LEUNG for a term of three years. There is no agreement on the amount of the remuneration payable to Mr. LEUNG. His remuneration will be determined with reference to his duties and responsibilities with the Company, the Company's performance and the prevailing market situation and subject to the approval of the remuneration committee of the Company. He shall also entitle to management bonus to be decided by the Board.

Mr. LEUNG is and was not connected with any directors, senior management or substantial or controlling shareholders of the Company. As at the date hereof, Mr. LEUNG does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Mr. LEUNG confirmed that there is no information which is discloseable nor is/was he involved in any of the matters required to be disclosed pursuant to any of the requirements of the provisions under paragraphs 13.51(2)(h) to 13.51(2)(v) of the Listing Rules, and there is no other matter which needs to be brought to the attention of the shareholders of the Company.

The Board is not aware of any matters relating to the above appointment of executive director that need to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to welcome Mr. LEUNG

By Order of the Board
Lawrence LO King Fat
Company Secretary

Hong Kong, 6th October2008.

As at the date hereof, the Board comprises five executive directors, namely Mr. TAN Sim Chew, Mr. ZHONG Ma Ming, Mr. FU Zi Cong, Mr. LO King Fat, Lawrence and Mr. LEUNG Kwong Choi; and three independent non-executive directors, namely Mr. LI Chun Ming, Raymond, Mr. CHEUNG Ngai Lam and Mr. TSANG Chung Yu.

** For identification only*