



**BENEFUN INTERNATIONAL HOLDINGS LIMITED**

**奮發國際控股有限公司 \***

*(Incorporated in Cayman Islands with limited liability)*

**(Stock Code: 1130)**

**RETIREMENT OF EXECUTIVE DIRECTORS**

The Board of Directors (the "Board") of Benefun International Holding Limited (the "Company") announces that Mr. ZHONG Ma Ming and Mr. FU Zi Cong, both being executive directors of the Company, will retire by rotation from office as directors of the Company at the forthcoming annual general meeting of the Company to be held on 12 December 2008 (the "AGM") and will not offer themselves for re-election at the AGM due to other personal commitments. The Board would like to thank Mr. ZHONG and Mr. FU for their past valuable contributions to the Company.

Mr. ZHONG and Mr. FU confirmed that they have no disagreement with the Board and there is no matter relating to their retirement that will need to be brought to the attention of the shareholders of the Company.

By Order of the Board  
**Lawrence LO King Fat**  
*Company Secretary*

Hong Kong, 31 October 2008.

*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*