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BENEFUN INTERNATIONAL HOLDINGS LIMITED

奮發國際控股有限公司 *

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1130)

RESIGNATION OF DIRECTOR

The Board of directors (the “Board”) of Benefun International Holdings Limited (“the Company”) announces that Mr. TSANG Chung Yu (“Mr. Tsang”) resigned as an independent non-executive director, member of audit committee and member of remuneration committee of the Company with effect from 20 March 2009 due to his other working engagements which require more of his dedication.

Mr. Tsang confirmed that he has no disagreement with the Board and that there is no matter relating to his resignation that needs to be brought to the attention of shareholders of the Company. The Board is not aware of any matters relating to Mr. Tsang’s resignation that need to be brought to the attention of shareholders of the Company.

The Board would like to express sincere appreciation to Mr. Tsang for his valuable contribution to the Company during his tenure of service.

By Order of the Board
Lawrence LO King Fat
Company Secretary

Hong Kong, 20 March 2009

As at the date of this announcement, the Board comprises three executive directors, namely Mr. TAN Sim Chew, Mr. LO King Fat, Lawrence and Mr. LEUNG Kwong Choi; and three independent non-executive directors, namely Mr. CHEUNG Ngai Lam, Mr. LI Chun Ming, Raymond and Mr. WONG Kwai Sang.

** For identification only*