

DONGXIANG

China Dongxiang (Group) Co., Ltd.

中國動向（集團）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3818)

16 April 2008

Dear Sir/Madam,

Pursuant to the applicable laws, regulations and the Articles of Association of China Dongxiang (Group) Co., Ltd. (the “**Company**”), the Company is permitted to allow its shareholders (“**Shareholders**”) to elect:

- (a) to receive copies of any document issued or to be issued by the Company to its Shareholders, including, without limitation, the annual report, interim report, notice of meeting, listing document, circular and proxy form (“**Corporate Communication**”) via the Company’s website at www.dxsport.com in place of receiving printed copies. Whenever a Corporate Communication is made available on the Company’s website, you will be notified of the publication of such Corporate Communication. You may rely on the notification which will be posted on the Company’s website or you may choose to receive a printed copy of the notification by post, in either case, directions as to how to locate and access such Corporate Communication will be set out in the notification; and/or
- (b) to receive the English language version only, the Chinese language version only, or both the English and Chinese language versions of any Corporate Communication.

By sending Corporate Communication to only those Shareholders who wish to receive information in that manner, we will reduce our impact on the environment and save printing and mailing costs. To make your election, please complete, sign and return the enclosed reply form (“**Reply Form**”), in the envelope provided, to the Company c/o its Hong Kong branch share registrar, Computershare Hong Kong Investor Services Limited, Rooms 1806–1807, 18th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong.

If we do not receive the duly completed Reply Form from you by 7 May 2008 and until you inform the Company c/o its Hong Kong branch share registrar by reasonable notice in writing according to the relevant laws and regulations, only a printed Chinese version of any Corporate Communication will be sent to you if you are a Shareholder who is a natural person with a Chinese name and has an address in Hong Kong appearing on the register of members of the Company. Otherwise, we will only send you a printed English version of any Corporate Communication.

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATION

You have the right at any time by reasonable notice in writing to the Company c/o its Hong Kong branch share registrar to change the choice of language and means of receipt of the Corporate Communication. Even if you have chosen to receive the Corporate Communication using electronic means but for any reason have difficulty in receiving or gaining access to the Corporate Communication, the Company will promptly upon your request send the Corporate Communication to you in printed form free of charge.

Please note that (a) printed copies of the English and Chinese language versions of the Corporate Communication will be available from the Company or its Hong Kong branch share registrar on request; and (b) the same will also be available on the Company's website at www.dxsport.com and The Stock Exchange of Hong Kong Limited's website at www.hkex.com.hk.

Should you have any questions relating to this letter, please call our hotline at (852) 2862 8555 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding Hong Kong public holidays.

Yours faithfully,
For and on behalf of
China Dongxiang (Group) Co., Ltd.
Wong Chi Keung and Liang Hong
Joint Company Secretaries