

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)

19 June 2009

Dear Shareholder,

Election of Language and Means of Receipt of Corporate Communication

Pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Stock Exchange") and/or the articles of association of China Dongxiang (Group) Co., Ltd. (the "Company"), the Company will make available the following options for you to elect for receipt of future corporate communication ("Corporate Communication") of the Company. **Even if you have previously received a letter from the Company seeking your election regarding Corporation Communication and have made an election, you are hereby requested to make an election again. PLEASE NOTE THAT YOUR PREVIOUS ELECTION WILL BE DISREGARDED. IF WE DO NOT RECEIVE YOUR REPLY TO THIS LETTER BY 17 July 2009, YOU WILL BE DEEMED TO HAVE AGREED TO READ THE CORPORATE COMMUNICATION PUBLISHED ON THE COMPANY'S WEBSITE IN PLACE OF RECEIVING PRINTED COPIES.**

Corporate Communication means any document(s) issued or to be issued by the Company for the information or action of any holders of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form, in the following manners:

- (1) to read future Corporate Communication published on the Company's website at www.dxsport.com and the Stock Exchange's website at www.hkex.com.hk ("Website Version") in place of receiving printed copies, and receive printed notification of the publication of Corporate Communication; or
- (2) to receive the printed English version of all future Corporate Communication only; or
- (3) to receive the printed Chinese version of all future Corporate Communication only; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communication.

For the purposes of environmental protection and cost saving, the Company recommends you to select the Website Version. To make your election, please mark (X) in the appropriate box on the enclosed reply form ("Reply Form") and sign and return it by post using the mailing label at the bottom of the Reply Form (a stamp is not needed if posted in Hong Kong) or hand delivery to the Company c/o its Hong Kong Branch Share Registrar, Computershare Hong Kong Investor Services Limited at Rooms 1806-1807, 18th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

If the Company does not receive the duly completed Reply Form or receive a response indicating any objection from you by 17 July 2009, you will be deemed to have consented to Website Version only. A notification letter of the publication of the Corporate Communication on the websites will be sent to you by post.

If you choose to receive the Corporate Communication in printed form, the Company will send the selected language(s) of the Corporate Communication to you unless and until you notify the Hong Kong Branch Share Registrar in writing or using email that you wish to receive the Corporate Communication in the other (or both) language(s) or by electronic means (through the Company's and the Stock Exchange's websites). You have the right at any time by reasonable notice in writing or using the Company's email at ir@dxsport.com.cn specifying your name, address and request to the Company's Hong Kong Branch Share Registrar to change the choice of language and means of receipt of the Corporate Communication. Even if you have chosen (or are deemed to have consented) to receive all future 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 versions of all future Corporate Communication will be available from the Company or the 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 website of the Stock Exchange at www.hkex.com.hk.

Should you have any queries in relation to this letter, please call the Company's telephone hotline at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding public holidays.

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