

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)

NOTIFICATION LETTER 通知信函

2 September 2010

Dear Shareholder,

China Dongxiang (Group) Co., Ltd. (the "Company")
– notice of publication of 2010 Interim Report of the Company ("Current Corporate Communications")

The English and Chinese versions of the Company's Current Corporate Communications are available on the Company's website at www.dxsport.com and The Stock Exchange of Hong Kong Limited's website at www.hkexnews.hk ("HKEx's website"), or the arranged printed form(s) of Current Corporate Communications are enclosed (if applicable). You may access the Current Corporate Communications as appeared on the website of the Company or browsing through the HKEx's website.

You may at any time choose to receive free of charge Corporate Communications ^(Note) either in printed form, or read the Company's Corporate Communications from the Company's website or HKEx's website ("Website Version"); and either in English language version only, Chinese language version only or both language versions, notwithstanding any wish to the contrary they have previously conveyed to the Company. If you want to receive another printed version of the Current Corporate Communications, please complete the request form (the "Request Form") in reverse side and send it to the Company c/o its Hong Kong Branch Share Registrar, Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, using the mailing label at the bottom of the Request Form (a stamp is not needed if posted in Hong Kong). You may also send your request to the Company's email at ir@dxsport.com.cn or write (specifying your name, address and request) to the Company's Hong Kong Branch Share Registrar.

If you would like to change your choice of language or means of receipt of the Company's Corporate Communications in future, please send email at ir@dxsport.com.cn or write (specifying your name, address and request) to the Company c/o its Hong Kong Branch Share Registrar. Even if you have chosen (or are deemed to have consented) to receive all future Corporate Communications via Website Version but for any reason you have difficulty in receiving or gaining access to the Current Corporate Communications, the Company will promptly upon your request send the Current Corporate Communications to you in printed form free of charge.

Should you have any queries relating to any of the above matters, 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.
Wai Pui Man
Company Secretary

Note: Corporate Communications includes but are 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.

各位股東：

中國動向(集團)有限公司(「本公司」)
– 本公司2010年中期報告(「本次公司通訊文件」)之發佈通知

本公司的本次公司通訊文件中、英文版本已上載於本公司網站 (www.dxsport.com) 及香港聯合交易所有限公司之網站 (www.hkexnews.hk) (「交易所網站」)，歡迎瀏覽，或按安排附上本次公司通訊文件之印刷本(如適用)。閣下可在本公司網站以閱覽本次公司通訊文件或在交易所網站瀏覽有關文件。

儘管閣下早前曾向本公司作出公司通訊文件(附註)收取方式或語言版本的選擇，但仍可以隨時更改有關選擇，轉為以印刷本或以本公司網站或交易所網站瀏覽公司通訊文件(「網上方式」)及只收取英文印刷本；或只收取中文印刷本；或同時收取中、英文印刷本。如閣下欲收取本次公司通訊文件之另一語言印刷本，請閣下填妥在本函背面的申請表(「申請表」)，並使用申請表下方的郵寄標籤(如在香港投寄則無需貼上郵票)，把申請表寄回本公司之香港股份登記及過戶分處，香港中央證券登記有限公司，地址為香港灣仔皇后大道東183號合和中心17M樓。閣下同時亦可以電郵方式發送通知到本公司之電郵地址：ir@dxsport.com.cn 或以書面方式(註明閣下的姓名、地址及要求)通知本公司香港股份登記及過戶分處。

如閣下需要更改所選擇的公司通訊語言版本或收取方式，請以電郵 ir@dxsport.com.cn 或以書面方式(註明閣下的姓名、地址及要求)送交到香港股份登記及過戶分處，以更改日後收取公司通訊文件之語言版本及收取途徑之選擇。如閣下已選擇以網上方式收取日後公司通訊文件(或被視為已同意以網上方式收取)但因任何理由未能閱覽載於網站的本次公司通訊文件，我們將應閣下要求盡快向閣下寄上所需要的本次公司通訊文件的印刷版本，費用全免。

如對本函內容有任何疑問，請致電本公司電話熱線(852) 2862 8688，辦公時間為星期一至五(公眾假期除外)上午9時正至下午6時正。

代表
中國動向(集團)有限公司
公司秘書
衛佩雯
謹啟

2010年9月2日

附註：公司通訊文件包括但不限於：(a)董事會報告、年度財務報表連同核數師報告及如適用，財務摘要報告；(b)中期報告及如適用，中期摘要報告；(c)會議通告；(d)上市文件；(e)通函；及(f)委任代表表格。

Request Form 申請表

To: **China Dongxiang (Group) Co., Ltd. ("Company") (Stock Code: 3818)**
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre, 183 Queen's Road East,
Wanchai, Hong Kong

致： **中國動向(集團)有限公司 (「本公司」) (股份代號：3818)**
經香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We have already received a printed copy of the Current Corporate Communications in English / Chinese or have chosen (or are deemed to have consented) to read the Current Corporate Communications posted on the Company's and The Stock Exchange of Hong Kong Limited's website, I/We would like to receive another printed version of the Current Corporate Communications of the Company as indicated below:

本人／我們已收取本次公司通訊文件之英文/中文印刷本或已選擇（或被視為已同意）瀏覽本公司及香港聯合交易所有限公司網站所登載之本次公司通訊文件，但現在希望以下列方式收取 貴公司本次公司通訊文件之另一語言印刷本：

(Please mark **ONLY ONE (X)** of the following boxes)

(請從下列選擇中，僅在其中一個空格內劃上「X」號)

- I/We would like to receive a printed copy in English now.
本人／我們現在希望收取一份英文印刷本。
- I/We would like to receive a printed copy in Chinese now.
本人／我們現在希望收取一份中文印刷本。
- I/We would like to receive both the printed English and Chinese copies now.
本人／我們現在希望收取英文和中文各一份印刷本。

Signature:
簽名

Contact telephone
number:
聯絡電話號碼

Date:
日期

Notes 附註：

- Please complete all your details clearly.
請 閣下清楚填妥所有資料。
- If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Request Form in order to be valid.
如屬聯名股東，則本申請表須由該名於本公司股東名冊上就聯名持有股份其姓名位列首位的股東簽署，方為有效。
- Any form with more than one box marked (X), with no box marked (X), with no signature or otherwise incorrectly completed will be void.
如在本表格作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確，則本表格將會作廢。
- For the avoidance of doubt, we do not accept any special instructions written on this Request Form.
為免存疑，任何在本申請表上的額外手寫指示，本公司將不予處理。

郵寄標籤 MAILING LABEL

閣下寄回此回條時，請將郵寄標籤剪貼於信封上。
如在本港投寄毋須貼上郵票。
Please cut the mailing label and stick this on the envelope
to return this Reply Form to us.
No postage stamp necessary if posted in Hong Kong.

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong