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## NEWS RELEASE

### SINO GRANDNESS INKS STRATEGIC SPONSORSHIP DEAL WITH NEW TV SERIES 《ROMANCE IN THE CITY 饮食男女》 IN CHINA

**SINGAPORE – 11 November 2015** – Mainboard-listed Sino Grandness Food Industry Group Limited 中华食品工业集团有限公司 (“Sino Grandness” or “the Company” and together with its subsidiaries, the “Group”) a Shenzhen, People’s Republic of China (“PRC”) based food and beverage company principally involved in the production and distribution of fruit and vegetable juices as well as canned food products is pleased to announce that it has entered into a strategic sponsorship agreement with a new TV series called 《Romance in the City 饮食男女》 as part of its advertising campaign to strengthen the brand equity and brand awareness of its in-house beverage brand “*Garden Fresh*” in China.

《Romance in the City 饮食男女》 is a drama series jointly invested by major media companies such as Alibaba Pictures Group (阿里巴巴影业), Shenzhen Media Group (深圳广电集团), Media Asia Entertainment Group (寰亚传媒集团), Shanghai Media Group (上海文广集团), and other regional broadcast stations within China. Scheduled for telecast in December 2015, the drama series centre on the life of modern youths living in the city, exploring their love life, family and career, It seeks to showcase their optimistic attitude towards life, the confluence of migrant cultures in modern Chinese cities and the transmission of contemporary social values in China today.

Mr. Huang Yupeng 黄育鹏, Chairman and CEO of Sino Grandness said, “*We are pleased to have entered into this strategic sponsorship deal with 《Romance in the City》 because of its popular appeal to the mass consumer base in China. We are confident that the brand recognition of the Garden Fresh brand will catapult with the success of the drama series.*”

The show will be broadcasted by 11 stations in more than 10 cities within China. Additionally, 30 other local broadcast stations have indicated strong interest to telecast the programme. It is expected that 200 episodes will be aired during the first 12 months.



《Romance in the City 饮食男女》 production studio

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### **About Sino Grandness Food Industry Group Limited**

Headquartered in Shenzhen the People's Republic of China, Sino Grandness is an integrated manufacturer and distributor of branded 鲜绿园® (Garden Fresh) juices as well as canned fruits and vegetables. Since its establishment in 1997, the Group has rapidly grown to become one of

the leading brands for loquat fruit juice in China as well as top exporters of canned asparagus, long beans and mushrooms from China. The Group's products are distributed globally across Europe, North America and in Asia, in renowned supermarkets, discount stores and convenience stores including as Lidl, Rewe, Carrefour, Wellcome, 7-Eleven, Jusco and Metro.

With stringent quality control and procedures implemented in its manufacturing processes, Sino Grandness' canned products are compliant with international standards, including Hazard Analysis and Critical Control Point ("HACCP") food safety system, British Retail Consortium ("BRC"), International Food Standard ("IFS") and International Organization for Standardization ("ISO") certifications. As such, Sino Grandness is able to export its canned products to customers globally including the European Union, which has enforced import restrictions (commonly known as "Green Barriers") since 2000 on the grounds of environmental and food safety issues.

Sino Grandness' production plants in China are strategically located in four provinces, namely Shandong, Shanxi, Sichuan and Hubei – all of which are key agricultural belts. The production bases straddle different climatic regions so that production activities can be carried throughout the year.

In 2010, the Group successfully launched its branded bottled juices Garden Fresh, comprising unique fruits such as loquat and hawthorn to target the huge domestic consumer base in China. In recognition of the Group's R&D and brand building efforts, Garden Fresh juices have been accorded the "Innovative, Outstanding and Nutritious Award" by the PRC Food Industry in 2010 as well as "Top 100 Brand in China" by the joint agency of Global times, Asia Brand Association and China Economic Herald in 2013.

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*Note :*

*This release may contain predictions, estimates or other information that may be considered forward-looking statements. Actual results may differ materially from those currently expected because of a number of factors. These factors include (without limitation) changes in general industry and economic conditions, interest rate movements, cost of capital and capital availability, competition from other companies and venues for sale/manufacture/distribution of goods and services, shift in customer demands, changes in operating expenses, including employee wages and raw material prices, governmental and public policy changes, social and political turmoil and major health concerns. You are cautioned not to place undue reliance on these forward-looking statements, which are based on current view of management on future events. The Company undertakes no obligation to publicly update or revise any forward looking statements, whether as a result of new information, future events or otherwise, except as required by law.*