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NEWS RELEASE

SPONSORSHIP OF NEW SERIES OF VARIETY TALK SHOW TO CATAPULT GARDEN FRESH BRAND EQUITY TO GREATER HEIGHTS

- Garden Fresh to be title sponsor of **Informal Talks** variety show
- Broadcast for Season 2 commenced on 11 December 2015
- Garden Fresh brand accorded “Top 10 Strategic Collaboration Brand with Hubei Satellite Channel”
- New sponsorship programs expected to enhance brand visibility through multiple TV channels and media platforms

SINGAPORE - 15 December 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, the People’s Republic of China (“PRC”) based integrated manufacturer and distributor of bottled juices and canned food is pleased to announce that its in-house beverage brand 鲜绿园® (“Garden Fresh”) will be the title sponsor for the second season of a new series of variety talk show called <非正式会谈> (“**Informal Talks**”).

Mr Huang Yupeng 黄育鹏, Chairman and Chief Executive Officer (“CEO”) of Sino Grandness said, “Sustained investments in advertising and promotional activities are part of our long term goal to grow the brand values of our in-house brands. In 2015, we have increased our investments in this area as reflected by the 86% rise in distribution and selling expenses in the first 9 months of 2015. From the second half of 2015, Garden Fresh visibility is expected to be enhanced further through a series of sponsorship programs with multiple TV stations and satellite channels.”

Produced by <湖北卫视> (“Hubei Satellite Channel”), **Informal Talks** invites youths from 10 different countries of different age groups and different working experiences to discuss about various topics concerning daily life and childhood. The participants are not just good looking but have a good command of Mandarin and good communication skills. Through blending different cultures into the discussions, **Informal Talks** offers high entertainment value which appeals to both domestic and international audiences. Filmed in Beijing, broadcast of **Informal Talks** season 2 has commenced on 11 December 2015 through Hubei Satellite Channel as well as prominent online channels such as www.letv.com and <http://v.qq.com>.



The meeting of minds and wit among youths from 10 different nationalities at the “Informal Talks”

Through executing various brand sponsorship programs with major TV stations and satellite channels which enjoy strong viewership and followers across China and globally, Garden Fresh brand is expected to experience maximum exposure across multiple platforms including televisions, internet and print media.

In October 2015, Garden Fresh brand became the sponsor of a separate talk show produced by Shenzhen TV station City Channel (“City Channel”) called <鞠说好看> (“**Ju’s Show**”) which investigates and analyzes real life events occurring primarily in Guangdong Province PRC. During the talk show, Garden Fresh brand logo will be featured prominently at the back cover of the laptop computer used by the presenter. Apart from the broadcast on the City Channel, **Ju’s Show** may also be viewed online at <http://sztv.cutv.com/dianshi/ju/>.

In November 2015, the Company also announced the sponsorship of a new TV series called “**Romance in the City**” which is based on the life of modern youths living in the city, exploring their love life, family and career. From December 2015, the show will be broadcasted by 11 stations in more than 10 cities within China. It is expected that 200 episodes will be aired during the first 12 months.

“I am pleased to confirm this latest sponsorship program of **Informal Talks** which is expected to generate huge publicity for the Company and enhance our brand value. As a result of the collaboration with Hubei Satellite Channel, Garden Fresh brand was featured prominently during an event organized by Hubei TV Station on 26 November 2015 whereby Garden Fresh was accorded the title <湖北卫视十大战略合作品牌> (“Top 10 Strategic Collaboration Brand with Hubei Satellite Channel”),” added Mr Huang.



Sino Grandness senior management receiving award for “Top 10 Strategic Collaboration Brand with Hubei Satellite Channel”

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About Sino Grandness Food Industry Group Limited

Headquartered in Shenzhen the People’s Republic of China, Sino Grandness is an investment holding company operating in the food and beverage industry. The Group has 3 core business segments, namely beverage, domestic canned products and overseas canned products segments comprising mainly own-branded products such as *Garden Fresh* juices, *Grandness* canned food and *Hao Tian Yuan* snack food.

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 recognition of the Group's R&D and brand building efforts, *Garden Fresh* brand has 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 :

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