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**POU SHENG INTERNATIONAL (HOLDINGS) LIMITED**

**寶勝國際（控股）有限公司**

*(Incorporated in Bermuda with limited liability)*

(Stock Code: 3813)

**CHANGE OF CHIEF EXECUTIVE OFFICER  
AND  
RESIGNATION OF DIRECTOR**

The Board has been notified by Mr. Huang Tsung Jen that he proposes to resign as executive director and chief executive officer of the Company with effect on 27th February, 2009 after the Company's upcoming annual general meeting on that day. In this relation, the Board proposes to appoint Mr. Liu Wen Xin as chief executive officer of the Company with effect from 1st March, 2009.

The Board has been notified by Mr. Huang Tsung Jen (“Mr. Huang”) that he proposes to resign as executive director and chief executive officer of Pou Sheng International (Holdings) Limited (“Pou Sheng” or the “Company” and together with its subsidiaries, the “Group”) with effect on 27th February, 2009 after the Company’s upcoming annual general meeting on that day (“AGM”). As such, Mr. Huang will not put himself up for re-election at the AGM. Mr. Huang has chosen to retire from his career with the Company in order to devote more time to pursue his personal interest. In the future, Mr. Huang will be invited as a senior consultant of the Company to continuously contribute his valuable experience. He confirms that there is no disagreement with the board of directors (the “Board”) of Pou Sheng and that there are no any matters that need to be brought to the attention of the holders of securities of Pou Sheng.

In this relation, the Board proposes to appoint Mr. Liu Wen Xin (“Mr. Liu”) as chief executive officer of the Company with effect from 1st March, 2009. He holds a master degree granted by the School of Management of Xian Jiaotong University. He is currently studying for an EMBA at the Cheung Kong Graduate School of Business.

Mr. Liu is the founder and general manager of the sports goods retail business of Dalian Dongzhijie Sports Production Development Company and its subsidiaries (the “DZJ Group”), in respect of which the Company has announced an acquisition of 70% indirect interest. Further details of the acquisition are set out in the Company’s announcement dated 14 January 2009 and circular dated 4 February 2009 respectively. DZJ was established in 1998 initially with 2 directly operated stores in Dalian in the People’s Republic of China (“PRC”) which generated annual sales of about 1 million United States dollars. The DZJ Group has grown rapidly throughout the years since its establishment. It recorded revenue for the financial year ended 30th September, 2008 of approximately US\$240.4 million. The number of directly operated retail outlets of the DZJ Group increased to 464 covering six provinces and municipalities in the PRC and the number of retail outlets operated by the retail sub-distributors of the DZJ Group also increased to 655 as at 30th September, 2008, respectively. The number of employees of the DZJ Group have grown to 3,745 as at 30th September, 2008. Mr. Liu has been instrumental in leading the management team to establish the phenomenal business.

The Board takes this opportunity to thank Mr. Huang for his long term contribution and efforts to lead the Group into a leading sportswear retailer in the PRC as well as successfully listed on The Stock Exchange of Hong Kong Limited and also welcome Mr. Liu to the Company.

By Order of the Board of  
**Pou Sheng International (Holdings) Limited**  
**Tsai David, Nai Fung**  
*Chairman*

Hong Kong, 20 February 2009

*As at the date of this announcement, Mr. Tsai David, Nai Fung (chairman and non-executive director); Mr. Huang Tsung Jen, Mr. Lee Chung Wen, Mr. Huang Chun Hua, Mr. Lu Ning and Ms. Chang Karen Yi-Fen are the executive directors; Mr. Ku Edward, Yu-Sun and Ms. Tsai Petty, Pei Chun are the non-executive directors; and Mr. Chen Huan-Chung, Mr. Hu Sheng-Yih, Mr. Mak Kin Kwong and Mr. Cheng Ming Fun Paul are the independent non-executive directors.*

*website: [www.pousheng.com](http://www.pousheng.com)*