



*[For Immediate Release]*

## **Benefun Changes Company Name to China Environmental Resources Group Limited**

(5 October 2009, Hong Kong) Benefun International Holdings Limited (“Benefun” or the “Company”, Stock code: 1130) today announced that the Company’s shareholders approved to change the company name to China Environmental Resources Group Limited. The new company name reflects the Company’s environmental resources business which includes forest plantation, organic waste treatment and organic fertilizer production.

Since 2008, the Company has diversified into the green business of plantation, including the manufacturing, selling and distribution of plantation products and materials and the research and development of plantation related technologies. The Company successfully developed the waste-to-value “O-Live Organic Waste Bio-treatment System” (“O-Live System”) which is an automatic machine utilizing high temperature micro-organisms technology for environmental treatment of animal manures from livestock farms. The O-Live System kills animal influenza and common disease bacteria and converts animal manures into raw materials for producing microbial organic fertilizer within 24 hours. The Company entered into a co-operation agreement with The Agricultural No. 8 Division No. 142 Regiment of the Xinjiang Production and Construction Corps. to promote the sale of O-Live System for livestock farms in the region of Shihezi City, Xinjiang Region, the PRC.

Mr. Kwok Wai, Executive Director of Benefun, said, “It is a new green chapter for the development of the Company. We aim to develop renewable, sustainable and valuable green resources serving both mankind and the environment. With strong government support in all three of our core businesses, we aim to be the market leader in China’s green business arena.”

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### **About Benefun International Holdings Limited**

Benefun International Holdings Limited (to be renamed as “China Environmental Resources Group Limited”) is principally engaged in the businesses including ecological plantation, manufacture and sale of plantation materials, organic fertilizers and organic waste bio-treatment system. Its product brand “Tian Mi Mi” is the leading organic fertilizer brand in China.

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