



[For Immediate Release]

## **Premium Land acquires food cold pasteurization and medical sterilization business in Shandong**

(14 September 2009, Hong Kong) Premium Land Limited (“Premium Land” or the “Group”; SEHK: 164) announced that it entered into an agreement to acquire 80% stake of a company (“Target Company”) principally engaged in cold pasteurization of food and sterilization of medical products utilizing advanced gamma ray technologies in Shandong Province, the PRC, at a total consideration of RMB44,000,000, which will be funded by internal resources.

In December 2006, the Target Company obtained the Safety License issued by the Ministry of Environmental Protection approving and qualifying it to use gamma ray technologies for engaging in cold pasteurization of food and sterilization of medical products. Situated at a prime location in Zibo City, Shandong Province, the facilities setup is linked by excellent transportation network of major highways to Qingdao, Jinan and Weifang. It is only 210 km and 260 km away from Qingdao International Airport and Qingdao Port respectively. Mr. Gregory Ho, the Executive Director of Premium Land said, “Shandong, being the largest food production and export hub in the PRC and a leading manufacturing base of medical devices, is an ideal location for the Group to start engaging in this promising business segment.”

Cold pasteurization is a process of disinfestation, shelf life extension, sprout inhibition, pest control and sterilization utilizing technologies that do not involve the exposure of the products to increased temperature. It is able to destroy most of common foodborne organisms such as commonly known Salmonella, Listeria, E. coli O157:H7 while retaining food’s taste and freshness without any chemical residue. The range of food products that can be processed by the facilities include but not limited to pet food, spices, seasonings, poultry, dehydrated vegetables, frozen seafood and meat. Sterilization of medical products is usually applied to one-off medical instruments and medical packaging materials. It can be applied to pharmaceutical and health care products, Chinese medicine and disposable medical devices such as syringes and medical white sponges. Since it is using Gamma Ray Technology to sterilize products without unpacking, contamination of re-packaging can be avoided.



# PREMIUM LAND LIMITED

## 上海策略置地有限公司

The imposition of Food Safety Regulations in the PRC in early 2009 indicates stringent food safety standard and promotion of high technology to improve food safety. The Proposal on the Implementation of Medical Reform 2009 – 2011 stressed on quality medical services. According to some authoritative research studies, cold pasteurization using advanced gamma ray technologies has a lot of advantages over other conventional methods on food preservation. Advanced gamma ray technologies have also been proved very efficient and effective in sterilization of medical products.

Mr. Gregory Ho added, “In line with the government policies to improve food safety and medical services, there are immense potentials in the pasteurization and sterilization business in China. Having established Shandong as our stepping stone, we can capture a lot of opportunities in a rapidly growing food and medical safety industry. We hope that this advanced technology will apply to a wider spectrum of food and medical products so that our health can be better secured.”

**End**

### **About Premium Land Limited**

Premium Land is mainly engaged in securities trading and investments, property development and sales, trading of building materials and provision of renovation services and property rental. It has been actively identifying and pursuing potential projects with immense development potentials and high returns and yields. Food and medical safety business will be its newly diversified business.

This press release is issued by PR Concepts Asia Limited for and on behalf of Premium Land Limited. For further enquiries, please contact:

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