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Goodbaby International Holdings Limited

好孩子國際控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1086)

Announcement

Election of Language and Means of Receipt of Corporate Communications

The Company is making arrangements to ascertain the Shareholders' preferences with respect to the choice of language and means of receipt of future Corporate Communications in accordance with Rule 2.07A and Rule 2.07B of the Listing Rules.

INTRODUCTION

In order to save mailing and printing costs and for the protection of the environment, the Company, pursuant to the applicable laws and regulations and the Company's articles of association, is making the arrangements described below to ascertain the Shareholders' preference as to the choice of language and means of receipt of the future Corporate Communications of the Company in printed form (in both Chinese and English versions, or in English version only, or in Chinese version only), or by electronic means through the Company's website at www.gbinternational.com.hk (in both Chinese and English versions) in lieu of receiving printed copies, and receiving a notification letter of the publication of the Corporate Communications on the Company's website. The Company recommends that the Shareholders take advantage of these new options for their own convenience.

PROPOSED ARRANGEMENTS

In accordance with Rule 2.07A and Rule 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. The Company has sent a letter dated 24 February 2011 (the "**First Letter**") together with a reply form (the "**Reply Form**"), in both English and Chinese versions, with

a mailing label to the Shareholders to enable them to elect any one of the following options for receipt of the Company's future Corporate Communications:

- (i) in both Chinese and English versions in printed form;
 - (ii) in English version only in printed form;
 - (iii) in Chinese version only in printed form; or
 - (iv) in both Chinese and English versions by means of the Company's website at www.gbinternational.com.hk in lieu of receiving printed copies, and receiving a notification letter of the publication of the Corporate Communications on the Company's website.
2. The First Letter will explain that if no reply is received by the Company from the Shareholders by 24 March 2011 and until the Shareholders inform the Company c/o the Share Registrar by reasonable notice in writing in accordance with the relevant laws and regulations, such Shareholders will be deemed to have consented to receiving by electronic means through the Company's website in lieu of receiving printed copies, and only a notification letter of the publication of the Corporate Communications on the Company's website will be sent to such Shareholders in the future.

Even if you have chosen (or are deemed to have consented) to receive all future Corporate Communications using electronic means but for any reason have difficulty in receiving or gaining access to the Corporate Communications, the Company will promptly upon your request send the Corporate Communications to you in printed form free of charge.

Shareholders are entitled at any time by reasonable notice in writing (Address: 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong) or by email (Email address: goodbaby.ecom@computershare.com.hk) to the Company c/o the Share Registrar to change their choice of language and means of receipt of Corporate Communications.

3. For Shareholders who choose to receive Corporate Communications in printed form, the Company will send the selected language version of such Corporate Communications to those Shareholders who have made a selection unless and until they notify the Share Registrar in writing or by email that they wish to receive Corporate Communications in the other (or both) language(s), or by electronic means through the Company's website.

4. When each printed Corporate Communications is sent out in accordance with the arrangements described in paragraphs 1 and 2 above, a letter (the “**Second Letter**”) and a change request form with a mailing label (the “**Change Request Form**”), prepared in both English and Chinese versions, will be attached to the relevant Corporate Communications, specifying that the Corporate Communications prepared in the other language will be available upon request, and that Shareholders may change their language choice and means of receipt of subsequent Corporate Communications by completing the Change Request Form and returning it to the Share Registrar.
5. All Corporate Communications in both English and Chinese versions, and in accessible format, will be available on the Company’s website at www.gbinternational.com.hk and the website of the Hong Kong Stock Exchange at www.hkex.com.hk. Both languages of each Corporate Communications will be filed with the Hong Kong Stock Exchange in electronic format on the same day as such Corporate Communications is despatched to the Shareholders, or on such other day as required by the Hong Kong Stock Exchange or pursuant to the Listing Rules.
6. The Company is providing a telephone hotline service (Tel: (852) 2862 8688) during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays) to enable the Shareholders to make enquiry of the Company’s proposed arrangements set out above.
7. The First Letter and the Second Letter will mention that both languages of each Corporate Communications will be available on the Company’s website and that the telephone hotline service has been provided, as respectively mentioned in paragraphs 5 and 6 above.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below, unless the context requires otherwise:

“Company”	Goodbaby International Holdings Limited (好孩子國際控股有限公司), incorporated in the Cayman Islands with limited liability and shares of which are listed on the Hong Kong Stock Exchange;
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“Corporate Communications”	any document issued or to be issued by the Company for the information or action of holders of any of the Company’s securities as defined in Rule 1.01 of the Listing Rules, including but not limited to: <ul style="list-style-type: none"> (a) the directors’ report, its annual accounts together with a copy of the auditors’ report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form;
“Directors”	the directors of the Company;
“Share Registrar”	Computershare Hong Kong Investor Services Limited, 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong;
“Shareholders”	holders of the shares of the Company;
“Hong Kong Stock Exchange”	The Stock Exchange of Hong Kong Limited;
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

By order of the board of Directors
Goodbaby International Holdings Limited
Song Zhenghuan
Chairman

Hong Kong, 24 February 2011

As at the date of this announcement, the executive Directors are Mr. Song Zhenghuan and Mr. Wang Haiye; the non-executive Directors are Mr. Christopher Marcus Gradel and Ms. Chiang Yun; and the independent non-executive Directors are Mr. Iain Ferguson Bruce, Mr. Long Yongtu and Mr. Shi Xiaoguang.