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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)

CHANGE OF CHIEF OPERATING OFFICER

The Board announces that with effect from 28 February 2011, Mr. Liang has resigned as the COO of the Company and Mr. Wang has been appointed as the COO of the Company with effect from 18 March 2011.

The board (the “**Board**”) of directors (the “**Directors**”) of Goodbaby International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) would like to announce that Mr. Liang Sheuh-Hvei (“**Mr. Liang**”) has resigned as the chief operating officer (the “**COO**”) of the Company with effect from 28 February 2011. Mr. Wang Haiye (王海燁) (“**Mr. Wang**”), an executive Director, has been appointed as the COO of the Company with effect from 18 March 2011.

Mr. Wang, age 45, is our vice president and was appointed as an executive Director on 19 August 2010. Mr. Wang is primarily responsible for overseeing international sales and production of the Company’s products. Mr. Wang joined the Group in 1992 and has over 19 years of experience in manufacturing juvenile products. Mr. Wang was appointed as our manager for the operations management department in 1995, responsible for establishing and improving the Company’s operations management system. Mr. Wang was appointed as the Company’s vice president in 1999, overseeing the Company’s manufacturing operations, including production, purchasing, quality control and outsourcing. During his appointment, Mr. Wang initiated and established the Company’s manufacturing resources planning system, which was subsequently upgraded to the Enterprise Resource Planning system in 2008. Under Mr. Wang’s leadership and initiatives, the Company effectively expanded its production capabilities, which supported a sustainable growth in sales. Mr. Wang graduated from Xiamen University in 1989 with a bachelor’s degree in management statistics. Mr. Wang is the nephew of Mr. Song Zhenghuan, our executive Director. Mr. Wang is also (i) a director of Goodbaby Child Products Co.,

Ltd. (好孩子兒童用品有限公司), an indirect wholly-owned subsidiary of the Company; and (ii) a director of Pacific United Developments Limited (“PUD”), a substantial shareholder of the Company, and an indirect shareholder of PUD through Powergain Global Limited.

Save as disclosed above, Mr. Wang does not hold any other directorships in any other listed public companies in the last three years or any other positions with the Company or other members of the Group and does not have any relationship with any Directors, senior management, substantial or controlling shareholders of the Company.

Mr. Wang does not have any interests in the shares in the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) as at the date of this announcement.

As at the date of this announcement, Mr. Wang has entered into a service agreement with the Company for a term of three years from 24 November 2010 which may be terminated by not less than three months’ notice in writing served by either party on the other. Mr. Wang is entitled to receive an annual remuneration of RMB2,000,000 after tax.

Save as disclosed above, the Board is not aware of any matter in relation to Mr. Wang’s appointment that need to be brought to the attention of the shareholders of the Company nor is there any information to be disclosed by the Company pursuant to any of the requirements under rules 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Mr. Liang confirms that there was no disagreement with the Board and there are no other matters relating to his resignation as the COO of the Company that need to be brought to the attention of the shareholders of the Company. The Board would like to take this opportunity to thank Mr. Liang for his valuable contribution to the Company during his tenure of office.

By order of the Board
Goodbaby International Holdings Limited
Song Zhenghuan
Chairman

Hong Kong, 18 March 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.