

BENEFUN INTERNATIONAL HOLDINGS LIMITED

奮發國際控股有限公司^{*}

(Incorporated in the Cayman Islands with limited liability) (Stock code: 1130)

ANNOUNCEMENT

PROPOSED AMENDMENTS TO THE ARTICLES OF ASSOCIATON

The Directors intend to put forward to the Shareholders a special resolution to approve the proposed amendments to the Articles of Association at the AGM.

A circular containing, among other things, details of the proposed amendments to the Articles of Association and a notice convening the AGM will be dispatched to the Shareholders as soon as practicable.

PROPOSED AMENDMENTS TO THE ARTICLES OF ASSOCIATION

According to the Listing Rules, the Company is permitted, inter alia, to offer Shareholders the choice to receive corporate communication, including but not limited to the annual report, the interim report, notices of general meetings and circulars, through electronic means and in either English or Chinese only or in both English and Chinese.

In order to achieve such flexibility, the Directors propose to introduce certain amendments to the Articles of Association which will enable the Company, subject to the extent as permitted by the Listing Rules and any applicable laws and regulations, to offer Shareholders the choices referred to in the paragraph above when it becomes desirable to do so.

A circular containing, among other things, details of the proposed amendments to the Articles of Association and a notice convening the AGM will be dispatched to the Shareholders as soon as practicable.

DEFINITIONS

The following words and phrases used in this announcement have the following meaning:

"AGM"

the annual general meeting of the Company to be held on Friday, 12 December 2008 at 3: 15 p.m.

"Articles of Association"	the articles of association of the Company as amended, supplemented or modified from time to time
"Company"	Benefun International Holdings Limited, a company incorporated in the Cayman Islands whose securities are listed on the main board of the Stock Exchange
"corporate communication"	has the meaning ascribed to it in the Listing Rules
"Directors"	directors of the Company
"Listing Rules"	the Rules Governing the Listing Securities on the Stock Exchange
"Share(s)"	ordinary share(s) of HK\$0.01 each in the existing share capital of the Company
"Shareholder(s)"	holder(s) of the Shares
"Stock Exchange"	The Stock Exchange of Hong Kong Limited

For and on behalf of Benefun International Holdings Limited TAN Sim Chew Chairman

Hong Kong, 31 October 2008

As at the date hereof, the Board comprises of five executive directors, namely Mr. TAN Sim Chew, Mr. ZHONG Ma Ming, Mr. FU Zi Cong, Mr. LO King Fat, Lawrence and Mr. LEUNG Kwong Choi; and three independent non-executive directors, namely Mr. LI Chun Ming, Raymond, Mr. CHEUNG Ngai Lam and Mr. TSANG Chung Yu.

* For identification purposes only