



China Dongxiang (Group) Co., Ltd.

中國動向（集團）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3818)

To: The shareholders who have chosen to read corporate communications of the Company published on its website in place of receiving printed copies and to receive by post a printed notification of the publication of the corporate communications

30 June 2008

Dear Sir or Madam,

Circular — Major transaction in relation to the acquisition of Phenix

The Circular — Major transaction in relation to the acquisition of Phenix (the “Current Corporate Communication”) published by China Dongxiang (Group) Co., Ltd. (the “Company”) is now available (in English and Chinese) on the website of the Company at www.dxsport.com. You may access the Current Corporate Communication by clicking the relevant title as appeared on the website of the Company.

If you have difficulty in gaining access to the Current Corporate Communication posted on the Company’s website for any reason, we will promptly send you the printed form of Current Corporate Communication free of charge upon your request. To make your request, please send your request in writing by reasonable notice to the Company c/o its Hong Kong branch share registrar, Computershare Hong Kong Investor Services Limited, Rooms 1806–1807, 18th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong.

If you have any queries about how to obtain copy of the Current Corporate Communication or how to access that document on the Company’s website, please call our hotline at (852) 2862 8555 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding Hong Kong public holidays.

Yours faithfully,
For and on behalf of
China Dongxiang (Group) Co., Ltd.
Wong Chi Keung
Company Secretary