

[For immediate release]



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Hop Hing's New Concept Yoshinoya "Sunshine Store" Opens in Beijing Underscores Commitment to Food Safety and Quality

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(Hong Kong, 18 August 2013) **Hop Hing Group Holdings Limited** ("Hop Hing" or the "Group"; stock code: 47) announced the opening of the first "Sunshine Store" (「陽光新店」) of Yoshinoya, a renowned restaurant chain under the Group, in Beijing. Yoshinoya's new celebrity brand ambassador, *Ren Zhong*, attended the opening ceremony. The new restaurant features an open kitchen, which demonstrates the determination and confidence of the Group to deliver high quality and safe food.

Yoshinoya's first "Sunshine Store", under the operation of Hop Hing, featuring an open kitchen and an LED monitor, lets customers view the entire food preparation process from selecting the ingredients to cooking and the entire operations in the kitchen. With these new facilities, Hop Hing intends to transparently demonstrate the correct use of ingredients, storage procedures and kitchen hygiene, which are the most concerned parts to customers.

With the opening of "Sunshine Store", the Group also launched a new "Sunshine Programme" with an important mission to train-up "Beef Bowl Master". Hop Hing organized "Beef Bowl Master" certification plan internally for all the Yoshinoya stores under its operation. After strict training and evaluation, it is expected all of its staffs to provide professional and qualified services. As of today, more than 3,000 staffs have participated in this training and evaluation programme with 792 of them successfully awarded with the title of "Beef Bowl Master".

Mr. Marvin Hung, Executive Director and CEO of Hop Hing said, "It has been 20 years since Yoshinoya entered into China market. 'Quality with Conscience; Healthy and delicious food' is the core value of the Group. Through adopting uniform standards and a stringent management system, we are dedicated to ensure our customers to always enjoy a delicious, healthy and safe menu. The launch of the 'Sunshine Programme' is a further fulfillment of Yoshinoya's promise to consumers, which help Yoshinoya to be monitored by consumers transparently."

In the opening ceremony, Yoshinoya announced it will introduce a new shining product, the “Yoshinoya Rice Burger” (「吉味米堡」) in Beijing, Tianjin, Hebei, Liaoning, Jilin, Heilongjiang and Inner Mongolia tomorrow (19 August 2013). The “Yoshinoya Rice Burger” is made from the selected rice from northeast China and produced according to a special formula, which does not contain any artificial ingredients. The “Yoshinoya Rice Burger” comes in two distinctive flavors for consumers to choose, "kimchi beef" and "teriyaki chicken."

Ren Zhong, the famous drama and movie pop star in Mainland China, has been appointed by Yoshinoya as the new celebrity brand ambassador. During the opening ceremony of the first “Sunshine Store” in Beijing, *Ren Zhong* has produced the famous Beef Bowl by practicing Yoshinoya’s special technique, the Swift Cooking Spatula, under the supervision of the Champion of Hop Hing Yoshinoya Beef Bowl Master. “I am particularly impressed by the high quality dishes of Yoshinoya, and my favorite dishes are the classic beef bowl and the Combo Bowl Set. As a big fan of Yoshinoya and DQ, I often place take away orders from Yoshinoya and I hope more consumers to understand and enjoy the delicious food served by Yoshinoya.” *Ren Zhong* said.

Ren Zhong is well-known for his sunny disposition, handsome appearance and lively personality as performed in numerous popular television dramas and movies. He always conveys positive energy to the public no matter whether he is at work or in his personal life, which blends perfectly with the refreshing and healthy attributes of Yoshinoya’s corporate culture and food. With *Ren Zhong* being the new celebrity brand ambassador of “Sunshine Store” and “Yoshinoya Rice Burger”, Hop Hing wishes to further promote its new products leveraging *Ren Zhong*’s brilliant character. Looking ahead, Hop Hing will continue to implement strict quality control management, and constantly strive to improve the quality of products and services in the future, consistently adhering to the Group’s commitment to quality and safety in the food that it serves.

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Photo Captions :



Photo 1 : On behalf of Hop Hing, Mr. Marvin Hung (*left*), Executive Director and CEO appoints Ren Zhong(*right*) as the new celebrity brand ambassador of the Group’s new product “Yoshinoya Rice Burger”. Both of them also officiated the opening ceremony of first Yoshinoya “Sunshine Store” in Beijing



Photo 2 : Supervised by the Champion of Hop Hing Yoshinoya Beef Bowl Master, Ren Zhong (*right*) has produced the famous Beef Bowl on his own



Photo 3 : Ren Zhong (*left*) presented the finished product of Beef Bowl which was produced himself to Marvin Hung (*right*), Executive Director and CEO of Hop Hing

About Hop Hing Group Holdings Limited (stock code: 0047)

In March 2012, Hop Hing completed the acquisition of a leading quick service restaurant (“QSR”) chain operator in the PRC which possesses over 20 years history. By entering into long term franchises, Hop Hing now owns the rights to operate the Yoshinoya (吉野家) and Dairy Queen (“DQ”) QSR chains in the northern regions in the PRC, spanning across Beijing and Tianjin municipalities, Hebei, Liaoning, Heilongjiang and Jilin Provinces, and the Inner Mongolia Autonomous Region in the PRC. Yoshinoya is a well-known beef bowl brand with over 100 years' history, while Dairy Queen is a popular ice-cream brand with over 70 years' history. For more details, please visit: <http://www.hophing.com>

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