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(Incorporated in the Cayman Islands with limited liability)

(HKSE Stock Code: 95)

CHANGE OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVE

The board of directors (the “**Board**”) of New Heritage Holdings Ltd. (the “**Company**”) announces that Ms. Chan Meily (“**Ms. Chan**”) has tendered her resignation as the Company Secretary of the Company and will cease to act as an Authorised Representative of the Company under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, in each case with effect from 1 November 2012.

The Board is pleased to announce that Mr. Lai Siu Hung (“**Mr. Lai**”) has been appointed as the Company Secretary and an Authorised Representative of the Company with effect from 1 November 2012.

Mr. Lai is currently the Financial Controller of the Company. Mr. Lai has obtained a Masters Degree in Business Administration. He is an associate member of the Institute of Chartered Secretaries and Administrators and The Hong Kong Institute of Chartered Secretaries, a fellow member of the Association of Chartered Certified Accountants, an associate member of the Hong Kong Institute of Certified Public Accountants and the Institute of Chartered Accountants in Australia.

The Board would like to take this opportunity to express our gratitude to Ms. Chan for her valuable contribution to the Company during her tenure of service and extend its welcome to Mr. Lai on his appointment.

By order of the Board
New Heritage Holdings Ltd.
TAOCHAIFU Choofuang
Chairman

Hong Kong, 31 October 2012

As at the date of this announcement, the Board comprises Mr. TAOCHAIFU Choofuang (Chairman), Mr. TAO Richard (Vice Chairman), Mr. TAO Paul (Managing Director), Mr. KONG Mui Sum Lawrence and Mr. YIM Chun Leung as executive Directors; Mr. CHAN Bernard Charnwut as non-executive Director; and Mr. WONG Gary Ka Wai, Mr. SUN Leland Li Hsun and Mr. CHAN Norman Enrique as independent non-executive Directors.