



Little Sheep Group Limited

小肥羊集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 0968)

28 September 2011

To: Those shareholders who have chosen to receive corporate communication of Little Sheep Group Limited (the "Company") by electronic means through the Company's website instead of in printed copy of the document and to receive by email (or if email address has not been properly provided or has not been provided, then by post a copy of the notification letter of the publication of the document on the Company's website)

Dear Sir or Madam,

2011 INTERIM REPORT

An interim report of the Company for the six months ended 30 June 2011 (the "Interim Report") is now available (in English and Chinese) on the website of the Company at www.littlesheep.com and on the HKExnews website at www.hkexnews.hk.

If you have any difficulty in receiving or gaining access to the Interim Report posted on the Company's website for any reason, we will, promptly upon your request in writing, send a printed form of the Interim Report to you free of charge. The aforesaid request should be sent to the Company's branch share registrar in Hong Kong, Tricor Investor Services Limited (the "Share Registrar"), at 26/F., Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong.

Further, you have the right at any time by reasonable notice in writing to the Company (c/o Tricor Investor Services Limited) or using email at littlesheep-ecom@hk.tricorglobal.com to the Company to change the choice of language and means of receipt of the Corporate Communications.

If you have any queries about how to obtain a printed copy of the Interim Report or about how to access the Interim Report on the Company's website, please call our Share Registrar's hotline on (852) 2980 1333 from 9:00 a.m. to 6:00 p.m. (Monday to Friday, excluding public holidays).

Yours faithfully,
For and on behalf of
Little Sheep Group Limited
Zhang Gang
Chairman