



To: Business Editor [For immediate release]

CENTURY SUNSHINE GROUP HOLDINGS LIMITED APPOINTS MISS NOELLE HON AS VICE PRESIDENT OF INVESTOR RELATIONS

(Hong Kong, 30 January 2012) – **Century Sunshine Group Holdings Limited** (HKSE: 509), Asia's leading vertically integrated business in new commodity – magnesium and agricultural auxiliary products, is pleased to announce the appointment of Miss Noelle Hon as Vice President of Investor Relations with effect from 1 December 2011.

Hon will be responsible for managing the Group's financial communications and investor relations strategy. Prior to joining the Group, she has held various senior positions with listed companies locally and in the US, including Director of Communications with Marco Polo Hotels, a wholly owned subsidiary of The Wharf (Holdings) Limited, Marketing and Corporate Communications Director of One Media Group Limited and Chief Investor Relations Officer of Asiamart, Inc (an US-listed retail and trading company).

“We are truly delighted Noelle has agreed to take on this role. With her extensive international investor relations and financial communications experience together with well-built network, we are confident that Noelle will assist the board towards a new direction and bring the Group to its new height,” said Mr. Chi Wen Fu, Chairman and CEO of Century Sunshine.

Hon has over 10 years of experience in marketing, corporate communications, investor relations, strategic planning, media management, events management, and online development. She holds a Master's degree in Business Administration from Australian Graduate School of Management, University of New South Wales in Australia.

About Century Sunshine Group Holdings Limited (HKSE: 509)

Century Sunshine Group is a vertically integrated enterprise which principally engages in magnesium alloys business, and agricultural auxiliary products business. The Group was listed on the GEM Board on 17 February 2004 then was transferred to the Main Board on 1 August 2008. The Group has been continuing to implement strategic development plans for both organic growth and expansions.

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