

For Immediate Release

Yip's Chemical Unveils New Positioning of "Bauhinia Paints"

* * *

Aims to Capture Enormous Opportunities Brought by Domestic Consumption Stimulus Package in China

(Hong Kong, 7 May 2009) – **Yip's Chemical Holdings Limited** (HKEx: 0408) ("Yip's Chemical" or the "Group"), one of the largest manufacturers of petrochemical products in China, unveiled the new logo of its own coating brand Bauhinia Paints ("Bauhinia") at its national distributor general meeting in Shanghai in early April. During the meeting, it also introduced the new positioning and development plans of Bauhinia to the over 300 distributors from across the country.

"World-class quality, China focus" is the new brand image and positioning of Bauhinia Paints. With the 27-year-long solid foundation rooted in China, Bauhinia has accumulated in-depth understanding of the China consumption market. Bauhinia always employs advanced international technologies and equipment in dedication to producing innovative, high-quality and reliable products. It also devotes its effort in producing green household products for consumers that are keen on pursuing quality living. To match this new image, the Group will redesign its stores, product packaging and website and launch an all-round advertising campaign entailing a new TV commercial, and outdoor and print advertisement to promote the brand.

Mr. Tony Ip, Chairman of Yip's Chemical, said, "Bauhinia is the best known brand among the coating brands under the Group. Seeing the huge development potential in the brand and its growing contribution to the profit of the Group, we decided to put more resources in terms of talents, capital and marketing effort into supporting the brand. Our aim is to build 'Bauhinia' into the best brand that can help improve the quality of living of Chinese households."

Caption:

The new logo of "Bauhinia Paints" is a refreshing continuation of the established image of the brand. In the original colours of the bauhinia - purple represents elegance, subtlety and spirituality, and yellow symbolises vivacious living, the new logo conveys the brand promise of natural, environmentally friendly and enjoyable living to the customer.



- End -

About "Bauhinia Paints"

Yip's Chemical Holdings Limited (HKEx: 0408) established "Bauhinia Paints" in Hong Kong in 1982. The brand is among the three core businesses of the Group. Currently, it has seven production and administrative bases in Shanghai, Chengdu, Shenzhen, Huiyang, Shantou, Dongguan and Tongxiang. Bauhinia Paints has multiple product series including household paint products (emulsion paints for interior and exterior walls and water-based and solvent-based paints for wood), industrial paints (paints for furniture, plastic products and heavy industries) and architectural paints. Over the years, upholding the corporate motto of "Paint is our Business, People are our Assets", the brand has been relentless in research, development and production of environmental friendly and technological advanced coating products for the China market. At the same time, with advanced production technologies and scientific management, the brand has grown rapidly in China. In September 2005, "Bauhinia" was named among the first batch ever of "China Top Brand". The award organised by the China Quality and Technology Monitory Bureau is the most esteemed accolade for brands in China.

Company website: www.bauhiniahk.com.hk

About Yip's Chemical Holdings Limited (SEHK : 0408)

Yip's Chemical Holdings Limited, formerly known as Hang Cheung Hong, was established in 1971 and listed on the Hong Kong Stock Exchange in 1991. The Group focuses on the production and sale of petrochemical products. Its three core businesses are solvents, coatings and lubricants. It is one of China's largest manufacturers of petrochemical products, and the third and largest manufacturer of acetate solvents in the world and in China respectively. The Group is headquartered in Hong Kong, with 18 manufacturing plants across China and a nation-wide sales network covering every major Chinese province and city. Brands operated under the Group include the "Bauhinia" for paints, "Bauhinia Variegata" for inks, "Galaxxo" for specialty varnishes, "Da Chang" for resins, "Ad-Coat" for electronic insulating coatings, "Pak Lam Choice" for digital electronic coatings, "Hercules" for lubricants and "Pacoil" for specialty lubricants. Since 2008, the Group has made prominent rankings in the *FinanceAsia's* Best Managed Companies Poll – Hong Kong for two consecutive years, and was named the "Best Mid-Cap" in 2008. It was also awarded "Corporate Governance Excellence" by The Chamber of the Hong Kong Listed Companies. These accolades acknowledged the Group's excellent corporate strategy and business management.

Company Website : www.yipschemical.com

Media Enquiries

Strategic Financial Relations Limited

Iris Lee Tel: (852) 2864 4829
Vicky Lee Tel: (852) 2864 4834
Angela Kung Tel: (852) 2864 4859
Linda Pui Tel: (852) 2864 4873
 Fax: (852) 2804 2789

Email: iris.lee@sprg.com.hk
Email: vicky.lee@sprg.com.hk
Email: angela.kung@sprg.com.hk
Email: linda.pui@sprg.com.hk