China Star Food Group Ltd.
20 Collyer Quay,
#09-04
Singapore 049319

MEDIA RELEASE

China Star Food Holdings Pte Ltd Changed Name to Zixin International Pte Ltd and Set Up a New Office in Singapore

- Demonstrates the Group's commitment to have Singapore as the operations headquarters for the Group's overseas business expansion activities
- In line with the Group's expansion strategy into Asia Pacific markets
- Leveraging on the rise of spending power in China, the Group is also looking to introduce foreign lifestyle snack food products into China

SINGAPORE, 20 January 2017 – China Star Food Group Limited (the "Company" and together with its subsidiaries, the "Group") ("中国之星食品集团有限公司") wishes to announce that the Group has changed the name of its wholly-owned subsidiary, China Star Food Holdings Pte Ltd. to Zixin International Pte Ltd. Concurrently, Zixin International Pte. Ltd. has set up a new business office at 20, Collyer Quay, #09-04 Singapore 049319 which will function as the operations headquarters for the Group's business expansion into Asia Pacific markets.

Leveraging on our presence in Singapore going forward, the Group is also looking for quality foreign lifestyle snack food products to be brought into China. Driven by the rise of middles class and affluent households, China market offers huge potential for quality products from abroad. Mintel, a global and award-winning provider of market research, reported almost three in five (58%) consumers bought foreign products online from domestic shopping website within a six month period[1], showing that quality foreign products are sought after by China consumers.

Mr Liang Chengwang (梁承旺), Executive Chairman and Chief Executive Officer, said: "Singapore, being a reputable international financial hub serves as a spring board for us to further expand our business operation into the rapidly growing Asia Pacific markets. To penetrate into these countries, we are exploring opportunities to work with distributors and original equipment manufacturers in Asia Pacific regions and look for quality foreign lifestyle snack food products to be introduced into China market. Our expansion plan is aligned with our vision of building a leading global brand for sweet potato snack food products."

End

[1] http://www.mintel.com/press-centre/retail-press-centre/58-of-chinese-consumers-purchase-foreign-products-online-from-domestic-shopping-websites

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About China Star Food Group Limited

China Star Food Group Limited (中国之星食品集团有限公司), together with its subsidiaries, is one of the leading manufacturers of healthy food snacks in the People's Republic of China ("PRC").

The Group is engaged in the production and sale of sweet potato snack food products processed from purple and orange-fleshed sweet potatoes across the PRC.

Based in Liancheng County of Fujian Province, the Group sells its wide range of sweet potato snack food products to more than 300 distributors and wholesalers, who in turn distribute the sweet potato snack food products, through e-commerce portals, supermarkets, petrol kiosks, convenience stores and specialty stores throughout the PRC.

Through its wholly-owned subsidiary, Fujian Zixin Biological Potato Co., Ltd. (福建紫心生物薯 业有限公司), the Group operates three wholly-owned subsidiaries incorporated in China, namely Fujian Zilaohu Food Co., Ltd (福建紫老虎食品有限公司), Liancheng Dizhongbao Modern Agriculture Development Co., Ltd. (连城县地中宝现代农业发展有限公司), and Fujian Xingpai Food Co., Ltd. (福建星派食品有限公司). China Star Food Group Limited was listed on the Catalist of the Singapore Exchange via a reverse takeover of Brooke Asia Limited.

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