

(For immediate release)



## DaChan Appoints Ms. Rita Chen as CFO

### *Bringing International Expertise to Strengthen Financial and IR Functions*

Hong Kong, February 16, 2009 – **DaChan Food (Asia) Limited** (“DaChan Food” or “DaChan”, HK Stock Exchange stock code: 3999), a leading chicken meat products and feeds suppliers in the PRC, announced today the appointment of Ms. Rita Chen as Chief Financial Officer of the Company, with immediate effect, responsible for the overall financial management and investor relations of the Company.

Prior to joining DaChan Food, Rita was Vice President to Finance Division of TSRC Corporation (Taiwan Stock Exchange stock code: 2103), one of the largest synthetic rubber materials suppliers in Asia. She was responsible for key financial aspects of the group's financial and accounting management, and acted as corporate spokesperson of TSRC. In her 5 years tenure with TSRC, Rita successfully developed excellent relationship and reputation in the investment community in Taiwan. In 2008, she was named as “One of Top Five Best IR Officers in Taiwan” by a regional IR magazine.

In addition, Ms. Chen had over 15 years industry experience in senior roles of large multinational corporations, including Intel (Taiwan), Johnson & Johnson and Siemens GTE (Taiwan). Ms. Chen is an EMBA holder in National Taiwan University.

“On behalf of the board, I would like to extend our warmest welcome to Rita on her appointment. We are confident that Rita will bring to the Group her extensive experience and expertise in financial management as well as further strengthen our communication with shareholders and investors.” said Mr. Mark Han, Chairman of DaChan.

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### **About DaChan Food (Asia) Limited**

DaChan Food is one of the largest chicken meat products and feeds suppliers in the PRC, operating a vertically-integrated business model encompassing chicken meat production, supply of processed foods and manufacture of feeds. DaChan Food supplies raw chicken meat to a number of internationally distinguished customers such as KFC, Dicos, and Hushi and McKey, which are the exclusive chicken sourcing agents of McDonald's in the PRC. It is also the largest processed chicken product supplier in the PRC to the convenience store chains Ito-Yokado and 7-Eleven in Japan. The Company has also received awards granted by KFC in recognition of our overall supply capability and performance. DaChan Food was listed on the Main Board of the SEHK on October 4, 2007.

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