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Sustainable Forest Holdings Limited

永保林業控股有限公司*

(formerly known as Bright Prosperous Holdings Limited)

(Incorporated in Bermuda with limited liability)

(Stock code: 723)

CHANGE OF COMPANY NAME AND STOCK SHORT NAME

The Board is pleased to announce that the change of English name of the Company from “Bright Prosperous Holdings Limited” to “Sustainable Forest Holdings Limited” and the adoption of the Chinese name “永保林業控股有限公司” by the Company for identification purposes.

The stock short names for trading in the Shares on the Stock Exchange will be changed from “BRIGHT PROSPER” to “SUSTAIN FOREST” in English and from “晉盈控股” to “永保林業” in Chinese with effect from 9:30 a.m. on 26 February 2010. The stock code of the Company remains unchanged.

Reference is made to the circular issued by the Company dated 29 December 2009 (the “**Circular**”) in relation to, among other things, the proposed change of Company name and adoption of Chinese name for identification purpose and the announcement dated 21 January 2010. Unless the context requires otherwise, terms used herein shall have the same meanings as in the Circular.

CHANGE OF COMPANY NAME

The Board is pleased to announce that the change of English name of the Company from “Bright Prosperous Holdings Limited” to “Sustainable Forest Holdings Limited” and the adoption of the Chinese name “永保林業控股有限公司” by the Company for identification purposes only took effect on 21 January 2010. The Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in Bermuda on 21 January 2010 and received by the Company on 4 February 2010.

The Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company confirming registration of the Company under the name of “Sustainable Forest Holdings Limited” under Part XI of the Companies Ordinance was issued by the Registrar of Companies in Hong Kong on 10 February 2010.

** For identification purposes only*

CHANGE OF STOCK SHORT NAME

The stock short names for trading in the Shares on the Stock Exchange will be changed from “BRIGHT PROSPER” to “SUSTAIN FOREST“ in English and from “晉盈控股” to “永保林業” in Chinese with effect from 9:30 a.m. on 26 February 2010. The stock code of the Company remains unchanged.

SHARE CERTIFICATES

The change of name of the Company will not affect any of the rights of the Shareholders. All existing Share certificates in issue bearing the former names of the Company will continue to be evidence of title to the Shares and will be valid for trading, settlement and registration purposes. There will not be any arrangement for free exchange of existing Share certificates for new Share certificates bearing the new name of the Company. Any issue of new Share certificates will be under the new English and Chinese names (for identification purpose only) of the Company.

By order of the Board
Bright Prosperous Holdings Limited
Chiu Raymond Yim
Executive Director

Hong Kong, 22 February 2010

As at the date of this announcement, the Board comprises Mr. Leung Chau Ping, Paul, Mr. Chiu Raymond Yim and Mr. Leandro Dos Martires Guerra as executive Directors and Mr. Leung Siu Hung, Joel, Mr. Chu Kin Wang, Peleus and Mr. John Tewksbury Banigan as independent non-executive Directors.