

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Bright Prosperous Holdings Limited

晉盈控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 723)

APPOINTMENT OF DIRECTORS AND CHIEF EXECUTIVE OFFICER, CHANGE OF COMPANY SECRETARY, CHANGE OF PROCESS AGENT AND PROPOSED CHANGE OF COMPANY NAME

APPOINTMENT OF DIRECTORS AND CHIEF EXECUTIVE OFFICER

The Board announces that Mr. Leung Chau Ping Paul has been appointed as an executive Director and chief executive officer and Mr. Leung Siu Hung Joel has been appointed as an independent non-executive Director and a member of each of the audit committee and remuneration committee of the Company, all effective from 21 August 2009.

CHANGE OF COMPANY SECRETARY

The Board would also like to announce that Ms. Wong Fei Tat has resigned as company secretary of the Company and Mr. Chan Hon To has been appointed as the company secretary of the Company effective from 21 August 2009.

CHANGE OF AGENT FOR THE SERVICE OF PROCESS IN HONG KONG

The board also announces that Mr. Chan Hon To has been appointed as the agent for the service of process in Hong Kong of the Company effective from 21 August 2009.

PROPOSED CHANGE OF COMPANY NAME

The Board proposes to change the English name of the Company from “Bright Prosperous Holdings Limited” to “Sustainable Forest Holdings Limited” and to adopt the new Chinese name “永保林業控股有限公司” for identification purpose.

A circular containing, amongst other things, details of the proposed change of English name of the Company and adoption of the new Chinese name for identification purpose and notice of the SGM, will be despatched to the Shareholders as soon as practicable.

* *for identification purpose only*

APPOINTMENT OF EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Directors**”) of Bright Prosperous Holdings Limited (the “**Company**”) announces that Mr. Leung Chau Ping Paul has been appointed as an executive Director and chief executive officer effective from 21 August 2009.

Mr. Leung Chau Ping, Paul, aged 51, graduated from University of Technology, Sydney with a Master’s degree in Business Administration. Mr. Leung is a fellow member of Hong Kong Institute of Certified Public Accountants and a member of CPA Australia. Mr. Leung has over 28 years of experience in the Australian and Asian internet, telecommunications, computer, and commercial industries with a broad range of expertise including financial and strategic planning, management, and business development of new opportunities. Mr. Leung is also a director of several subsidiaries of the Company, namely Amplewell Holdings Limited, SFH Trading Limited, and SFH Management Limited, and a director of Winner Global Holdings Limited which is a substantial shareholder of the Company and currently holds approximately 29.9% of the issued share capital of the Company.

Mr. Leung has not entered into any service agreement with the Company regarding his appointment as an executive Director. There is no specific length or proposed length of service in respect of Mr. Leung’s appointment as a Director, such appointment is therefore subject to rotation and re-election at general meetings of the Company in accordance with the by-laws of the Company. However, Mr. Leung has entered into a service agreement with Anex International Management Limited (a wholly-owned subsidiary of the Company) regarding, his appointment as the chief executive officer of the Company, the service agreement has no fixed term, but may be terminated by either party giving one month’s written notice or payment in lieu. Mr. Leung is entitled to a monthly remuneration of HK\$85,000 which was mutually agreed upon between the Board and Mr. Leung with reference to the prevailing market practice, and no additional emolument is payable to Mr. Leung for acting as an executive Director.

Save as disclosed above, Mr. Paul Leung is not related to any Directors, senior management or substantial or controlling shareholders of the Company and he had not held any directorship in any other listed public companies in the 3 years immediately preceding the date of this announcement. As at the date of this announcement, Mr. Leung is not interested in any shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (“**SFO**”) as recorded in the register required to be kept under section 352 of the SFO or as otherwise notified to the Company and The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) pursuant to the Model Code for Securities Transactions by Directors of Listed Issuers (the “**Code**”).

In respect of Mr. Leung’s appointment, there is no other information which is disclosable pursuant to any of the requirements of the provisions of rules 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”), and there is no other matter relating to his appointment which needs to be brought to the attention of the holders of securities of the Company.

The Board would like to express its warm welcome to Mr. Leung on his appointment as an executive Director and the chief executive officer of the Company.

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR

The Board also announces that Mr. Leung Siu Hung Joel has been appointed as an independent non-executive Director and a member of each of the audit committee and remuneration committee of the Company, all effective from 21 August 2009.

Mr. Leung Siu Hung Joel, aged 45, graduated from the University of London and University of Hong Kong with a Bachelor's degree in Economics & Accounting and Master's degree in Urban Planning. Mr Leung is a Royal Chartered Town Planner, Fellow of American Academy of Financial Management, Chartered Risk Analyst, Chartered Asset Manager, Chartered Trust & Estate Planner, Registered Financial Consultant and Certified Accounting Technician. He is also serving as Senior Town Planner in the China City Development Institute. Mr. Leung has over 10 years of professional experiences in law enforcement agencies, such as Royal Hong Kong Police, Correctional Services Dept, and Equal Opportunities Commission where he was mainly responsible for investigation and operational work. Mr. Leung is currently the Principal Financial Planner of the Prudential Assurance Co Ltd, a company listed on the Main Board of the London and New York Stock Exchange. Mr. Leung was a director of Intra Asia Entertainment Corp, a OTCBB company listed in the United States of America, which he had resigned in 2007.

Mr. Joel Leung is not related to any Directors, senior management or substantial or controlling shareholders of the Company. As at the date of this announcement, Mr. Leung is not interested in any shares of the Company within the meaning of Part XV of the SFO as recorded in the register required to be kept under section 352 of the SFO or as otherwise notified to the Company and the Stock Exchange pursuant to the Code.

Save as disclosed above, Mr. Leung had not held any directorship in any other listed public companies in the 3 years immediately preceding the date of this announcement and does not hold any other positions in the Group as at the date of this announcement. Mr. Leung has not entered into any service agreement or contract of employment with the Company. Mr. Leung will be entitled to a director's fee of HK\$100,000 per annum, which is in line with that payable by the Company to other independent non-executive directors of the Company, and no emolument is payable to Mr. Leung in acting as a member of each of the audit committee and remuneration committee of the Company. There is no specific length or proposed length of service in respect of Mr. Leung's appointment, and his appointment as an independent non-executive Director is therefore subject to rotation and re-election at general meetings of the Company in accordance with the bye-laws of the Company.

In respect of Mr. Leung's appointment, there is no other information which is disclosable pursuant to any of the requirements of the provisions of rules 13.51(2)(h) to (v) of the Listing Rules, and there is no other matter relating to his appointment which needs to be brought to the attention of the holders of securities of the Company.

The Board would like to express its warm welcome to Mr. Leung on his appointment as an independent non-executive director and a member of each of the audit committee and remuneration committee of the Company.

RETIREMENT OF DIRECTORS

Reference is made to the circular of the Company dated 23 July 2009 which explained that Mr. Teoh Tean Chai, Anthony and Mr. Lo Chi Ho, William shall retire as Directors at the annual general meeting held on 21 August 2009 (the “AGM”) and both of Mr. Teoh and Mr. Lo had indicated that they would not seek for re-election at the AGM. The Board announces that Mr. Teoh and Mr. Lo have ceased to be Directors, and Mr. Lo has ceased to be a member of each of the audit committee and remuneration committee of the Company, with effect from 21 August 2009 upon conclusion of the AGM. Each of Mr. Teoh and Mr. Lo confirmed that he has no disagreement with the Board and there is no matter relating to his ceasing to be a Director that needs to be brought to the attention of the holders of securities of the Company.

The Board would like to express its sincere gratitude to each of Mr. Teoh Tean Chai, Anthony and Mr. Lo Chi Ho, William for their valuable contribution to the Company during their respective tenure of office.

CHANGE OF COMPANY SECRETARY

The Board also announces that Ms. Wong Fei Tat has resigned as company secretary of the Company and Mr. Chan Hon To has been appointed as company secretary of the Company, both with effect from 21 August 2009. Mr. Chan is a member of Hong Kong Institute of Certified Public Accountants and a member of Association of Chartered Certified Accountants, and satisfies the relevant requirements set out in Rule 8.17 of the Listing Rules.

CHANGE OF AGENT FOR THE SERVICE OF PROCESS IN HONG KONG

The Board would also like to announce the resignation of Ms. Wong Fei Tat as the agent for the service of process in Hong Kong of the Company. Ms. Wong confirms that she has no disagreement with the Board and that there is no further matter in relation to Ms. Wong’s resignation that needs to be brought to the attention of the shareholders of the Company. The Board announces that Mr. Chan Hon To is appointed as the agent for the service of process in Hong Kong of the Company with effect from 21 August 2009.

PROPOSED CHANGE OF COMPANY NAME

The Board proposes to change the English name of the Company from “Bright Prosperous Holdings Limited” to “Sustainable Forest Holdings Limited” and adopt the new Chinese name of “永保林業控股有限公司” for identification purpose. The Board considers that the proposed new name of the Company and adoption of the new Chinese name for identification purpose are to signify the Company’s continuous enhancement in its building materials business, its plan for consolidation of forest assets globally and development in timber trading business, which is in the interests of the Company and the shareholders of the Company (the “Shareholders”) as a whole.

The proposed change of the English name of the Company is subject to (i) the passing of a special resolution by the Shareholders at a special general meeting to be held by the Company (the “SGM”) approving the change of the English name; and (ii) the approval of the change of English name by the Registrar of Companies in Bermuda. As at the date of this announcement, none of the conditions above have been fulfilled.

The proposed change of English name of the Company and adoption of the new Chinese name for identification purpose will not affect any of the rights of the existing Shareholders. All existing share certificates in issue bearing the present name of the Company will continue to be evidence of legal title and valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for free exchange of existing share certificates of the Company. However, new share certificates of the Company will be issued under the new name of the Company after the change of its name becomes effective. A further announcement will be made by the Company when the proposed change of English name of the Company and adoption of the new Chinese name for identification purpose become effective.

A circular containing, among other things, details of the proposed change of English name of the Company and adoption of the new Chinese name for identification purpose and notice of the SGM will be despatched to the Shareholders as soon as practicable.

By Order of the Board
Bright Prosperous Holdings Limited
Leung Chau Ping Paul
Executive Director

Hong Kong, 21 August 2009

As at the date of this announcement, the Board consists of Mr. Leung Chau Ping Paul and Ms. Chung Oi Ling, Stella as executive Directors and Mr. Leung Siu Hung Joel, Mr. Chu Kin Wang, Peleus and Ms. Lau Wa Chun as independent non-executive Directors.