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Deson Development International Holdings Limited

迪臣發展國際集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 262)

APPOINTMENT OF EXECUTIVE DIRECTOR AND CHAIRMAN OF THE BOARD

The Board is pleased to announce that Mr. Lu Quanzhang has been appointed as an Executive Director and the Chairman of the Board with effect from 9 November 2011.

The board of directors (the “Board”) of Deson Development International Holdings Limited (“the Company”) is pleased to announce that Mr. Lu Quanzhang (“Mr. Lu”) has been appointed as an Executive Director and the Chairman of the Board with effect from 9 November 2011.

Mr. Lu, aged 55, has over 18 years of experience in legal practice in the People’s Republic of China (the “PRC”). Mr. Lu is a registered lawyer in the PRC, he holds a master of law degree from China University of Political Science and Law. Mr. Lu was a founding partner of Jun Yan Law Firm in Guangdong where he has practiced since 2003. He is an arbitrator of the China International Economic and Trade Arbitration Commission and an instructor for master degree students at Beijing University Law School.

As at the date of this announcement, Mr. Lu does not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company. Save as disclosed herein, Mr. Lu has not held any other directorships in the last three years up to the date of this announcement in public companies the securities of which are listed on any securities market in Hong Kong or overseas or other major appointments or professional qualifications.

As at the date of this announcement, Mr. Lu is deemed to be interested, within the meaning under Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “SFO”), in 100,000 shares of the Company (representing approximately 0.02% of the issued share capital of the Company) held by his spouse. Save as disclosed herein, Mr. Lu does not have any other interest in the shares of the Company within the meaning of Part XV of the SFO.

Mr. Lu entered into a service contract with the Company as an Executive Director and Chairman of the Board on 9 November 2011. There will be no specific length of service in respect of Mr. Lu's appointment but he will be subject to retirement by rotation and re-election at general meetings in accordance with the Bye-Laws of the Company. Under the aforementioned service contract, the amount of emoluments payable to Mr. Lu is HK\$300,000 per annum, which was determined with reference to his experience, qualifications, duties and responsibilities in the Company as well as the prevailing market conditions. He is also eligible to receive benefits in kind, contribution to pension plans, discretionary bonuses and share based payments.

Save as disclosed in this announcement, there is no other information relating to Mr. Lu that is required to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and there are no other matters that need to be brought to the attention of the shareholders of the Company in relation to Mr. Lu's appointment.

The Board wishes to take this opportunity to express its warmest welcome to Mr. Lu.

By Order of the Board
Deson Development International Holdings Limited
Tjia Boen Sien
Managing Director and Deputy Chairman

Hong Kong, 9 November 2011

As at the date of this announcement, the executive Directors of the Company are Mr. Lu Quanzhang, Mr. Tjia Boen Sien, Mr. Wang Jing Ning and Mr. Keung Kwok Cheung, the independent non-executive Directors of the Company are Dr. Ho Chung Tai, Raymond, Mr. Siu Man Po and Mr. Wong Shing Kay, Oliver.

* *For identification purpose only*