



Bright Prosperous signs strategic long-term contract with Leading wood flooring company – China Flooring Holding Co. Ltd

(Hong Kong, 31 December 2009) – Bright Prosperous Holdings Limited, to be renamed as **Sustainable Forest Holdings Limited** (the “Group”, stock code: 723*) announced today that its wholly-owned subsidiary – SFH Trading Limited has entered into a strategic long term contract for sale & purchase of timber products (the “Contract”) with China Flooring Holding Co. Ltd (“China Flooring”), one of the largest wood flooring supplier in China trading under the brand name of “Nature” which has been rated for 5 continuous years amongst the list of the top 500 most valuable brands in China, whereas China Flooring agrees to purchase various types of timber products from the Group from time to time during the term of the Contract.

In addition, the Group agrees to grant call warrants exercisable into 39,000,000 ordinary shares of HK\$0.0533 each at a strike price of HK\$3 under general mandate. These options are exercisable immediately after grant and shall expire two years from the date of grant.

Given the rapid growth of the PRC economy and increasing demand for quality and certified wood raw materials from various industries, it is believed the cooperation will open up more opportunities for the Group’s PRC business in future.

Ms. Sandy Fletcher, Chief Financial Officer of the Group, said “We are delighted to have arrived at this satisfactory wood supply arrangement with China Flooring, one of the largest wood flooring players in the PRC. In China, China Flooring has more than 1,400 specialty stores, nationwide, and internationally it has built a sales network in 59 countries across five continents. The intended long-term cooperation reflects China Flooring’s confidence in the quality and supply stability of our timber products.

“With established forest and processing operations in place in Brazil and Russia, the largest hardwood and softwood resources in the world respectively, to match with the largest global customers in China and India, we are well positioned to benefit from the expected rapid development of the BRIC economies. Riding on our experienced international management team and our established business presence in China, North America, Europe, India and Japan, we are on the way to become one of the leading sustainable forest management companies worldwide.”

- * Due to the share consolidation effective since 30 November 2009, the shares of the Group are currently traded under the temporary stock code 2967 until 22 January 2010.

- End -

About Bright Prosperous Holdings Limited (stock code: 723)

Bright Prosperous (to be renamed as "**Sustainable Forest Holdings Limited**") owns and leases approximately 287,745 ha of natural forests in Brazil and Russia, which corresponds to 24 million m³. It also has four sawmills and wood processing facilities in Russia and one sawmill or wood processing plant in China. Its forest properties are well positioned for key product markets in North America, Europe and Asia (especially in China). All forests and processing facilities are located in areas where transportation of the logs of wood products to ports and markets are easy. The Group has infrastructure and management in place to carry out sustainable forest management and fully integrate its harvesting, processing and distribution operations.

China Flooring Holding Co., Ltd.

Nature Flooring is a multinational industrial corporation founded in 1995. The company specializes in the development, manufacturing, sales, marketing and servicing of hard surface flooring, especially wood flooring. Currently, Nature has about 10,000 employees worldwide and locations across the globe. These include a national level laboratory, a Post-doctoral mobile workstation, two technical research institutions, 12 large scale factories, raw material bases in Indonesia, Peru and Africa, and more than 20 joint manufacturing plants.

Media Enquiries:

Strategic Financial Relations Limited

Heidi So	(852) 2864 4826 / 9461 7088	heidi.so@sprg.com.hk
Cindy Lung	(852) 2864 4867 / 9282 4640	cindy.lung@sprg.com.hk
Maggie Au	(852) 2864 4815 / 9871 8770	maggie.au@sprg.com.hk
Shirly Chan	(852) 2864 4883 / 9490 5449	shirly.chan@sprg.com.hk

Fax: (852) 2804 2789 / 2527 1196
<http://www.sprg.com.hk>