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CHINA MENGNIU DAIRY COMPANY LIMITED

中國蒙牛乳業有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2319)

APPOINTMENT OF EXECUTIVE DIRECTORS

The Board of China Mengniu Dairy Company Limited (the **Company**) is pleased to announce that Mr. Yao Tongshan (**Mr. Yao**) and Mr. Bai Ying (**Mr. Bai**) have been appointed as executive directors of the Company with effect from 15 July 2008.

Yao Tongshan – Executive Director and Chief Financial Officer

Mr. Yao, aged 52, joined the Company and its group companies (the **Group**) in October 2001 and is currently the Chief Financial Officer of the Company. He has over 20 years of extensive experience in finance and investment management.

Mr. Yao graduated with a Master degree in engineering from Tianjin University, the People's Republic of China. Prior to joining the Group, he has served as a director of the international credit department at the Inner Mongolia branch of China Construction Bank and a manager of the investment banking division of the State Energy Resources Investment Company (國家能源投資公司)[#]. Mr. Yao was also the Chief Financial Officer of Inner Mongolia Mengxi New Hi-tech Group. Mr. Yao has not held any other directorships in listed public companies in the last three years.

As at the date of this announcement, save as disclosed above, Mr. Yao does not have any relationship with any director, member of senior management, or substantial or controlling shareholder of the Company. Mr. Yao holds however, 1,659,000 share options in the Company, representing 3.3% of the total outstanding share options of the Company as at the date of this announcement, all of which remain to be exercised.

Mr. Yao will enter into a service contract with the Company for a term of three years, subject to retirement by rotation and re-election at the next general meeting of the Company.

Mr. Yao is entitled to a director's fee of HK\$30,000 per annum, which is determined by reference to the level of remuneration for other executive directors of the Company and the demand of the Company for Mr. Yao's attention as one of its executive directors.

Bai Ying – Executive Director

Mr. Bai, aged 37, joined the Group upon the Group's establishment in 1999 and is currently a Vice President of the Group and the general manager of UHT milk division of the Group. He has over 10 years of experience in China's dairy industry. He was presented the "Outstanding Contribution Award for Development of Western Region of Inner Mongolia Autonomous Region" in 2004.

Mr. Bai graduated with a Master degree from Inner Mongolia Agriculture University, the People's Republic of China. He does not hold any other directorships in listed public companies in the last three years.

As at the date of this announcement, save as disclosed above, Mr. Bai does not have any relationship with any director, member of senior management, or substantial or controlling shareholder of the Company. He is however interested in 148,837 ordinary shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance, representing approximately 0.01% of the total issued share capital of the Company as at the date of this announcement. Mr. Bai also holds 2,414,000 share options in the Company, representing 4.8% of the total outstanding share options of the Company all of which remain to be exercised.

As at the date of this announcement and within the meaning of Part XV of the Securities Futures Ordinance, Mr. Bai also holds 316,800 shares in Inner Mongolia Mengniu Dairy (Group) Company Limited (**Mengniu**), representing approximately 0.04% of the total issued share capital of Mengniu.

Mr. Bai will enter into a service contract with the Company for a term of three years, subject to retirement by rotation and re-election at the next general meeting of the Company.

Mr. Bai is entitled to a director's fee of HK\$30,000 per annum which is determined by reference to the level of remuneration for other executive directors of the Company and the demand of the Company for Mr. Bai's attention as one of its executive directors.

Save as disclosed above, as at the date of this announcement, there is no information that is required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited or any other matters in connection with the appointments of Mr. Yao and Mr. Bai as executive directors of the Company that need to be brought to the attention of the holders of securities of the Company.

The Board would like to take this opportunity to welcome Mr. Yao and Mr. Bai to the Board.

By Order of the Board
Kwok Wai Cheong, Chris
Company Secretary

Hong Kong, 15 July 2008

As at the date of this announcement, the Board comprises five executive directors namely, Niu Gensheng, Yang Wenjun, Sun Yubin, Yao Tongshan and Bai Ying; two non-executive directors being, Jiao Shuge (alias Jiao Zhen) and Julian Juul Wolhardt and three independent non-executive directors namely, Wang Huaibao, Zhang Julin and Li Jianxin.

* *For identification purpose only*

The English translation of the Chinese name of this PRC entity is provided for identification purposes only and if there is any inconsistency between such Chinese and English names, the Chinese name shall prevail.