

This announcement replaces the 'Re-Admission to AIM' announcement released at 08.00am on 20 March 2008.

Sweet China PLC
20 March 2008

Sweet China Plc

Re-Admission to AIM

Sweet China PLC ('Sweet China' or the 'Company') today announces that with effect from 8.00am today (20 March 2008) its ordinary shares of 1p have been re-admitted to AIM.

Zimmerman Adams International Limited is acting as the nominated adviser and joint broker with Hichens Harrison & Co.

Placing of 30,000,000 new ordinary shares of 1p each, fully paid at 9p per share to raise approximately £2.01million after expenses, acquisition of Essential Box Confectionery Ltd (EBC) and the re-admission of the whole of the enlarged issued share capital of 88,764,767 ordinary shares to trading on AIM.

Sweet China is pleased to announce that its shares have been admitted to trading on AIM. Sweet China is focused on the acquisition of companies or businesses, or interests in companies or businesses operating in the manufacturing and marketing of products in the confectionery market, primarily in mainland China and Hong Kong. The directors believe that the acquisition of EBC is not only an important step towards achieving this strategy, but is one which will provide a strategic platform for other acquisitions and developments already under negotiation in the future.

Essential Box Confectionery

EBCL is a UK holding company for Essential Box Hong Kong Ltd, its Hong Kong incorporated, wholly owned subsidiary. EBHK commenced trading in February 2003 and designs, currently manufactures (by way of subcontracted operations in China) and sells confectionery and related products into approximately nine countries worldwide. EBHK's primary markets are Australia, North America and the UK.

The EBCL Group owns three main brand names, Jessica Walker, Lings and Candycraft. The Jessica Walker brand was launched successfully in Australia in spring 2005 and has a range of hand finished chocolates. The Lings brand, has traditionally been associated with Turkish Delight and other traditional confectionery and has existed since 1922. Candycraft is involved in the production of novelty confectionery items including novelty jelly bean dispenser products.

The Directors believe that through its portfolio of brands, its strong relationships with large western retailers and its management team, who are experienced in manufacturing, sourcing and exporting from China, EBHK provides a platform from which to acquire and build a significant global confectionery business.

EBHK was part of a larger group which was hived off from EBUK pursuant to a recent restructuring, leaving the EBCL Group with the confectionery business (carried out by EBHK) and EBUK with the UK focused gift food business.

Directors

David Zulman (aged 47), Non-Executive Chairman

David Zulman is currently the executive chairman of Ashbury Chocolates Limited, a manufacturer of mass market and premium chocolates and toffees, for branded and private label customers. David founded Ashbury Confectionery Limited in

1988, establishing it as a supplier to the main-stream UK chocolate market, as well as the private label and contract manufacture chocolate market, leaving the company in 1997.

From 1997 to 1999 he was managing director of South Africa's largest confectionery company, Beacon Sweets & Chocolates (Pty) Ltd. In April 2000 David founded the South African import company, Galleway Foods (Pty) Ltd., where he is on the board as a non-executive director. Galleway Foods (Pty) Ltd. Imports major branded confectionery and snacks from around the world, for sale in Southern African markets. He was also previously a non-executive director of BestSweet Inc, a USA hard candy and nutraceuticals manufacturing, confectionery company. David returned to Ashbury Confectionery Limited in 2003, which in 2006 had turnover in excess of £23 million.

Martin Frost (aged 57), Executive Deputy-Chairman

Martin Frost joined the Board of Sweet China on 3 August 2005 as the Executive Deputy Chairman. He has extensive experience of global consumer businesses gained with the Unilever Group, PepsiCo, Inc. and The Seagram Company Ltd. At Seagram, which was acquired by Vivendi Universal S.A. in 2000, Martin Frost was President and Chief Executive Officer of Seagram Europe, Middle East and Africa. During his career, he has been involved with global brand marketing, in business turnarounds and in fostering and pursuing the growth objectives of those companies with which he has been associated. Martin Frost is currently chairman of GX-Laboratories Limited and Chairman of Lil-Lets UK Limited.

Christopher Cleverly (aged 40), Chief Executive

Christopher Cleverly is the founding chairman of Event Data Correlation Limited which, since the company was incorporated in July 2003, has specialised in technology solutions for the gaming industry. This company was sold in June 2005 to Global Gaming Technologies plc, an AIM listed company of which Christopher was a non-executive director. Between 1991 and 2001 Christopher was a practicing barrister. In 1996 he founded Trafalgar Chambers and was described by The Sunday Times as the youngest head of chambers in the last century. In 2002 Christopher invented, developed and marketed the high energy guarana 'Goco' chocolate bar. Prior to founding Sweet China, Christopher was a consultant for EBUK.

Sun Xiao (Tom Sun) (aged 44), Non-Executive Director

Sun Xiao is deputy president of HongTa Innovation Partners Limited. He graduated from Shandong Polytechnic University with a B.Sc. degree in engineering and later received his master of economics from Beijing Economic and Trade University. Sun Xiao has more than ten years' management experience in large state owned companies in the medical and chemical industries including serving as executive president of Shandong Xinhua Medical Instrument Company. From 1997 to 2000 Sun Xiao worked as the Minister's Secretary at the Ministry of the Chemical Industry, and office director of the State Bureau for Light Industry. His considerable experience has helped him develop an in-depth understanding of China's industries and a wide range of relationships with top organisations in China. He speaks fluent English. Sun Xiao is also a director of China Wonder Limited, the first Chinese business to be admitted to AIM. He is also a director of two companies whose shares are traded on the China 'A Share' market.

The existing management team has experience of;

- global consumer markets;
- building successful branded businesses and in new product development;
- establishing key account relationships; and
- satisfying western retail requirements.

John Gleave (aged 60), part-time, Finance Director

John has recently joined the team and has provided assistance to the Board in its preparation for readmission. John qualified as a Chartered Certified Accountant and is a Fellow of the Association of Chartered Certified

Accountants (FCCA). John spent 16 years as the Group Financial Controller of Guinness Peat Group plc, a listed investment company where he gained extensive experience in managing the finance function of a large international listed group of companies.

Senior management

Ian Walker (aged 40), part-time, non-board director of business development
Ian Walker has in excess of 15 years' experience in the confectionery business in terms of retail, wholesale and manufacturing. Having worked in the family confectionery business from a young age, Ian Walker joined Lings Limited as the sales manager in 1990, instigating the import of gift packaging in 1992 and being instrumental in turning the loss making Lings business into a profitable organisation. Ian Walker founded EBUK in 1993 as a gift packaging business with a Chinese manufacturing base. Under the guidance of Ian Walker, EBUK continued to grow and prior to the Restructuring serviced a substantial number of UK retail chains. EBUK achieved the 'International Supplier of the Year' award from Wal Mart in 2001. In 2003 Ian Walker established EBHK as a subsidiary of EBUK. This Hong Kong presence has enabled Ian Walker to gain invaluable experience in the Chinese and Hong Kong confectionery markets.

Ian Walker has 12 years' extensive business experience in China. Under the terms of his service agreement with the Enlarged Group Ian Walker will work for four days per week as a part-time non-board director of business development. Ian will assume responsibility for supporting EBHK with its new product development programme as well as assisting in the ongoing development of the EBCL Group's existing core brands. In addition Ian will support the Sweet China team in developing new products for the domestic Chinese market. The service agreement recognises that Ian Walker will continue to work on outside interests.

Chris Cleverly, Chief Executive at Sweet China said, "We are very pleased to see Sweet China commence trading on AIM, and look forward to keeping our shareholders and the market updated on what we expect to be a very exciting period for The Company (Sweet China)."

For further information:

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