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This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.



北京北大青鳥環宇科技股份有限公司
BEIJING BEIDA JADE BIRD UNIVERSAL SCI-TECH COMPANY LIMITED
(a joint stock limited company incorporated in the People's Republic of China with limited liability)
(Stock code: 08095)

UNUSUAL SHARE PRICE AND TRADING VOLUME MOVEMENT AND CLARIFICATION OF NEWS REPORTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited.

The board (the “**Board**”) of directors (the “**Director(s)**”) of Beijing Beida Jade Bird Universal Sci-Tech Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) noted the increase in the price and trading volume of the H shares of the Company today and wishes to state that, save for (i) the purchase of 10,119,000 H shares of the Company at a price range from HK\$0.27 to HK\$0.37 on the market on 17 January 2012 by Ms. Xue Li, being an executive Director; and (ii) the entering into the Investment Framework Agreement (as defined below) by the Group with an independent third party as clarified below, the Board is not aware of any reasons for such movement. The Board also confirms that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Chapters 19 and 20 of The Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and it is not aware of any matter discloseable under the general obligation imposed by Rule 17.10 of the GEM Listing Rules, which is or may be of a price-sensitive nature.

The Board also noted various news reports dated 16 January 2012 in relation to the details of the Changbai Mountain Park Project (as defined below), including the alleged investment amount of RMB2 billion by the Group in the Changbai Mountain Park Project (as defined

below) and the alleged total investment amount of the Changbai Mountain Park Project (as defined below) of RMB3 billion. In this regard, the Board wishes to clarify certain information, in particular the Group's investment in such project, as set out below.

On 16 January 2012, 傳奇旅遊投資有限公司 (translated as Chuanqi Tourism Investment Co., Ltd., "**Chuanqi Tourism**"), a direct non-wholly-owned subsidiary of the Company, and 吉林省長白山保護開發區管理委員會 (translated as Jilin Province Changbai Mountain Development Management Committee), being a third party independent of the Company and its connected persons as defined under the GEM Listing Rules, entered into a legally binding investment framework agreement (the "**Investment Framework Agreement**") in relation to the development of 長白山文化創意產業園 located at Chibei District, Jilin Province, the People's Republic of China (the "**PRC**") (translated as the Changbai Mountain Culture Creative Park, the "**Changbai Mountain Park Project**") with a total investment amount of RMB2 billion and including, among others, 4-dimensional cinema(s), theme restaurant(s) and travel product shop(s) and resort(s).

Pursuant to the Investment Framework Agreement, Chuanqi Tourism and 吉林省長白山開發建設(集團)有限公司 (translated as Jilin Province Changbai Mountain Development and Construction Limited, "**CMDC**"), being a third party independent of the Company and its connected persons as defined under the GEM Listing Rules, will enter into a cooperation agreement, pursuant to which, Chuanqi Tourism and CMDC shall establish a joint venture (the "**JV**") in the PRC for the purpose of the joint development of the Changbai Mountain Park Project. Chuanqi Tourism and CMDC will respectively own 70% and 30% of the registered capital of the JV, the registered capital of which shall be RMB100 million, and Chuanqi Tourism will invest its share of RMB70 million in cash and CMDC will invest its share of RMB30 million in assets. The remaining funding required by the JV for the Changbai Mountain Park Project shall be financed by the JV through bank borrowings or other means. The formation of the JV shall not be subject to disclosure or shareholder's approval requirements under the GEM Listing Rules.

Made by the order of the Board, the Directors of which collectively and individually accept responsibility for the accuracy of this announcement.

By order of the Board
**Beijing Beida Jade Bird Universal
Sci-Tech Company Limited**
Chu Yu Guo
Chairman

Beijing, the PRC,
17 January 2012

As at the date of this announcement, Mr. Zhang Wanzhong, Ms. Xue Li and Mr. Zhang Yongli are executive Directors, Mr. Chu Yuguo, Mr. Xu Zhixiang, Mr. Liu Yongjin and Ms. Feng Ping are non-executive Directors and Professor Nan Xianghao, Mr. Cai Chuanbing and Mr. Lin Yan are independent non-executive Directors.

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