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MODERN BEAUTY SALON HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 919)

CHANGE OF EXECUTIVE DIRECTORS

The board of directors (the “Board”) of Modern Beauty Salon Holdings Limited (the “Company”) announces that Mr. Lee Soo Ghee (“Mr. Lee”) and Mr. Kwong Chi Ching (“Mr. Kwong”) have resigned as Executive Directors of the Company due to changes in management responsibilities whilst Mr. Leung Man Kit (“Mr. Leung”) has been appointed as Executive Director of the Company. All of the above changes take effect on 15th September, 2010.

RESIGNATION OF EXECUTIVE DIRECTORS

The Board announces that -

Mr. Lee has resigned from his position as executive director of the Company with effect from 15th September, 2010 due to change in management responsibilities. Subsequent to Mr. Lee’s resignation, Mr. Lee shall remain as Chief Administrative Officer of the Company.

Mr. Kwong has resigned from his position as executive director of the Company with effect from 15th September, 2010 due to change in management responsibilities. Subsequent to Mr. Kwong’s resignation, Mr. Kwong shall remain as director of certain subsidiaries of the Company.

Mr. Lee and Mr. Kwong confirms that there is no disagreement between each of them and the Company, and there is no any other matter relating to their resignation that need to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited.

The Board would like to take this opportunity to express its sincere gratitude to Mr. Lee and Mr. Kwong for their valuable contribution to the Company during their tenure of services.

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board further announces that Mr. Leung has been appointed as Executive Director of the Company with effect from 15th September, 2010.

The biographical details of Mr. Leung are set out as follows:-

Mr. Leung, aged 33, is the Chief Financial Officer of the Company. He is responsible for overseeing the financial planning and monitoring, business development and taxation of the Company. He is a Certified Public Accountant of the Hong Kong Institute of Certified Public Accountants as well as an associate of the Association of International Accountants and also an associate and Certified Tax Adviser of the Taxation Institute of Hong Kong. Mr. Leung holds a Master Degree of Business Administration in Financial Management from The University of Hull in United Kingdom. He has over 8 years of audit and tax experience from various listed groups and private companies in Hong Kong. Mr. Leung joined the Company in September 2008.

Mr. Leung does not have a service contract with the Company and has no fixed term of service with the Company. In accordance with the Articles of Association of the Company, Mr. Leung's tenure as Executive Director will end at the coming Annual General Meeting, but he will be eligible for re-election. No director's fee is payable to Mr. Leung for his service as Executive Director of the Company, but Mr. Leung will be entitled to a discretionary bonus and such other benefit schemes as the Board may in its discretion determine having regard to, among other things, his performance and the operation results of the Company in respect of the relevant financial year of the Company.

Save as disclosed herein, (i) Mr. Leung does not hold any other position with the Company or any of its subsidiaries nor did he hold a directorship in any other listed public company in the last three years; (ii) Mr. Leung does not have any relationship with any director, senior management, substantial or controlling shareholders of the Company (as respectively defined in The Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules")); (iii) there is no information relating to Mr. Leung that is required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(b) of the Listing Rules; and (iv) there is no other matters concerning Mr. Leung that needs to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to welcome Mr. Leung to join the Board.

By Order of the Board
Modern Beauty Salon Holdings Limited
Tsang Yue, Joyce
Chairperson

Hong Kong, 15 September 2010

As at the date of this announcement, the Board consists of five executive Directors, Ms. Tsang Yue, Joyce, Mr. Yip Kai Wing, Mr. Tung Kwok Lui, Mr. Leung Man Kit and Mr. Wong Shu Pui and three independent non-executive Directors, Ms. Liu Mei Ling, Rhoda, Mr. Wong Man Hin, Raymond and Mr. Hong Po Kui, Martin.