



## **Sateri's 2010 Annual Report Wins Three Awards in LACP Annual Report Competition**

HONG KONG, 20 July 2011 – Sateri Holdings Limited (“Sateri” or the “Group”; stock code: 1768), a leading consumer fiber company focused on the China market with secured plantations in Brazil, today announced that its 2010 Annual Report won three awards in the League of American Communications Professionals (“LACP”) Annual Report Competition, including Gold Award (Industry/competition class); Top 20 Chinese Annual Report, and Top 50 Asia Pacific Region (ranked #39).

Over 5,000 entries representing 800 entities from more than 20 countries worldwide were submitted for award consideration. Sateri's 2010 Annual Report scored 97 out of 100 marks, as it “demonstrated exceptional characteristics which set it apart as one to be truly celebrated”, according to the judges of LACP. Other positive and encouraging comments from the judges and organizers include: “Very engaging! Great job drawing readers into the storytelling of this report.”, as well as “The Letter to Shareholders presented to readers is exceptional while the report narrative is outstanding.” In addition, “It should be noted that accessibility to key information sought by readers is also outstanding”.

Mr. Will Hoon, CEO and Executive Director of Sateri, said, “We attach great importance to maintaining effective and transparent communication with our stakeholders. The Annual Report is one of our key communication platforms. Winning the LACP awards for our first annual report is most encouraging to us and will spur us further in our continued pursuit of excellence in corporate communication.”

LACP was established in 2001 in order to create a forum within the public relations industry that facilitates discussion of best-in-class practices within the profession while also recognizing those who demonstrate exemplary communications capabilities. The award information is also available at <http://www.lacp.com/2010vision/sateri-holdings>.

### **About Sateri Holdings Limited**

Listed on the Hong Kong Stock Exchange, Sateri Holdings Limited (“Sateri”; stock code: 1768) is one of the largest specialty cellulose producers in the world, producing dissolving wood pulp and viscose staple fiber in its mills in Brazil and China, namely Bahia Specialty Cellulose and Sateri (Jiangxi) Chemical Fibre, respectively. The Company currently has an annual production capacity of 485,000 tons of dissolving wood pulp, accounting for more than 10% of global supply. Sateri is a constituent of the Morgan Stanley Capital International (MSCI) Hong Kong Small Cap Index.

Sateri has corporate offices located in Shanghai and Hong Kong. It also owns and operates its own wood plantations in Brazil, ensuring a secure and stable supply of wood, the principal raw material used in production of dissolving wood pulp. The Company distributes its dissolving wood pulp and viscose staple fiber to customers across Asia, Americas and Europe. According to China customs, Sateri was the largest supplier of dissolving wood pulp by volume to the country in 2010, the world's largest dissolving wood pulp market by demand.