

For immediate release



BAIOO Family Interactive Limited ANNOUNCES NEW BUMPS TO BABES STORE IN SAI KUNG

HONG KONG, August 17, 2015 – BAIOO Family Interactive Limited (“BAIOO”, “the Company” stock code: 2100), China’s largest online entertainment destination designed for children, today announced that Bumps to Babes has expanded its store presence in Hong Kong by opening a new signature store in Sai Kung, New Territories, its fourth store in the city and first shop outside of Hong Kong Island.

The new Bumps to Babes store, will allow the Company to tap into the significant population of current and expecting mothers in the outlying regions of Hong Kong, as the New Territories encompasses a large and growing residential district. Located at G/F, 7 Wan King Path, Sai Kung, New Territories, the store has 1,000 square feet of GFA with over 3,000 of the best selling products available on sale.

Mr. Dai Jian, Chairman of BAIOO, said: “We are pleased to announce that Bumps to Babes has launched its new store in Sai Kung in response to the strong customer demand from Kowloon and New Territories. This is in line with our plans to continue expanding Bumps to Babes both in Hong Kong and in China, providing parents with convenient physical locations where they can both view and inspect a wide variety of high-quality maternal products to find what they need and be assured of the quality of the products they are purchasing. Also, our plans to launch the e-commerce platform of Bumps to Babes in China in the second half of the year are on track, and we look forward to bringing this comprehensive platform online to serve parents across China.”

- End -

About BAIOO

The Company is one of the largest online entertainment destination designed for children. Its web portal page, 100bt.com, is a centralized platform for interactive children’s content through which users can access all six of its virtual worlds and entertainment, e-learning and other products and services using one registered account. Representing its core brand values of “Dreams, Friendship and Development,” BAIOO’s virtual worlds and their characters have gained strong awareness among children and parents in China. As one of the leading providers of interactive online content for children in China, the Company has accumulated an extensive knowledge base and deep understanding of children’s behavior and needs with respect to online activity and consumption. Through BAIOO’s commitment to create a safe and fun environment with age-appropriate content and its understanding of children’s needs, the Company’s

products and services have gained the trust of parents and regulators. Leveraging the Company's competitive strengths, BAIOO plans to pursue a variety of growth strategies, including increasing its addressable market, expanding its online product offerings, strengthening its brand, and continuing to execute its mobile strategy. The Company also intends to leverage its strong brand recognition, expertise in the industry and unique product development and operating model to expand into new international markets over time and is committed to maximizing shareholder value over time.

About Bumps to Babes

Bumps to Babes is one of Hong Kong's largest mother and baby superstores, offering exclusive maternity, baby and children's ranges from around the world at affordable prices with to-door delivery, covering over 10,000 different items, including full ranges of cots, car seats, pushchairs, high chairs, bedding, toiletries, baby food, nappies and toys etc. Available products are sourced from the highest quality manufacturers worldwide, and Bumps to Babes also offers a comprehensive range of accessories from leading brands.

#

For further enquiries, please contact Christensen Investor Relations:

Ricky Tan

Tel: 852-2232 3941

Mobile: 852-6605 9808

Email: rtan@christensenir.com