



Pacific Bepure Resumes Listing On The OTC Bulletin Board

JINJIANG CITY, CHINA--(December 6, 2010) – **Pacific Bepure Industry Inc. (OTCBB:PBEP) (the “Company”)**, one of China's leading domestic casual and sports footwear companies whose products are sold under the Baopiao (or Bepure) label, announced today that its common shares have resumed trading on the OTC Bulletin Board, following receipt by Spartan Securities, an authorized OTCBB Market Maker, of a clearance letter from FINRA (Financial Industry Regulatory Authority) on December 3, 2010. The shares will continue to trade with the symbol: PBEP.

“We believe shareholders will be pleased to see our shares listed on the OTCBB again, reflecting our commitment to timely and transparent financial reporting as well as our goal of cultivating and expanding the US shareholder base of our rapidly growing Company,” stated Mr. Haiting Li, Chairman and CEO of Pacific Bepure.

About Pacific Bepure Industry Inc.

The Pacific Bepure footwear label "Baopiao" or "Bepure," is one of the most well known in China. The Company's four lines of "Travel Time" casual and sports shoes are aimed primarily at young women in China's smaller cities, who appreciate their comfort, style and value, as well as special features for which the brand is known, especially hidden height increasing technology. They are manufactured primarily by the Company, and sold in 22 provinces through a growing network of distributors in retail stores and other outlets, as well as on the Internet, and through a distributor to South America. Pacific Bepure is a fully reporting company listed on the U.S. OTC Bulletin Board, where its shares trade under the symbol PBEP.OB. For more information, please visit the Company's website at www.baopiao.com.

Safe Harbor Statement

This press release may contain forward-looking statements which are based upon the current beliefs and expectations of our management, but are subject to risks and uncertainties, which could cause actual results and/or the timing of events to differ materially from those set forth in the forward-looking statements, including, among others: changes in the level of consumer spending or preferences or demand for our products; disruptions in the global financial markets; increasing competition; our

ability to hire and retain key personnel and our relationship with our employees; our control of competent distributors; effectively carrying out and managing our growth strategy; failure to maintain the value and image of our brand and protect our intellectual property rights; declines in comparable store sales; seasonality; costs of materials and labor; location of our facilities in the same geographic area; manufacturing, supply or distribution difficulties or disruptions; compliance with or changes in laws and regulations; costs as a result of operating as a public company; material weaknesses in internal controls; interest rate and foreign currency risks; general economic and industry conditions, and other risks detailed in our filings with the Securities and Exchange Commission (“SEC”), including our Annual Report on Form 10-K filed with the SEC on March 31, 2010. Our filings with the SEC are available at www.sec.gov. You are urged to consider these factors carefully in evaluating the forward-looking statements herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by this cautionary statement. The forward-looking statements speak only as of the date on which they are made and the company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances unless required by applicable laws or regulations.

Contacts:

Haiting Li
Chairman and Chief Executive Officer
Pacific Bepure Industry Inc.
Tel: (86 595) 8677 0999
Fax: (86 595) 8677 5388

In the U.S.

Ken Donenfeld
DGI Investor Relations
donfgroup@aol.com
kdonenfeld@dgiir.com
Tel: 212-425-5700
Fax: 646-381-9727