



E Ink Holdings Inc.

26854W200

Corporate Action Announcement

Citibank, N.A., acting as sponsored depositary bank, announces the following:

Date: August 16, 2010 Status: Final

Announcement of: Name Change

Company Name: Prime View International Co., Ltd.

Security Information Previous Information New Information

Company: Prime View International Co., Ltd.

Program Type: Reg S

CUSIPs: 74164E205

Country: Taiwan
Exchange: OTC
Ratio (ADR:ORD): 1:10

Custodian: Citibank, Taiwan Ltd.

Announcement

Citibank was informed by the company that they will be changing their name to E Ink Holdings Inc.

The effective date for the name change will be August 19, 2010.

Shareholder Services

Questions may be directed to Shareholder Services toll free at 1-877-248-4237.

For further information on Citi's Depositary Receipt Services, visit www.citi.com/dr.

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