



China RuiTai International Holdings Co, Ltd (OTCBB: CRUI) . is one of the largest non-ionic cellulose ether producers in China. Cellulose ether is a purified, cotton-based organic chemical that dissolves in water and other organic solvents. It acts as a thickener and stabilizer in aqueous solutions, making it a beneficial additive in a wide variety of commercial products and industries. Cellulose ether is used in the pharmaceutical industry, in PVC products, food and beverage products, the petroleum industry and in cosmetics. As an adhesive, **Hydroxypropyl Methyl Cellulose (“HPMC”)** are used as binding agents in adhesives such as glues or other construction materials. As a food stabilizer or filler, **Microcrystalline Cellulose (“MC”)** is a stabilizer in foods or inactive filler in tablets and pharmaceuticals. As a thickening and bonding agent, **Hydroxyethyl Cellulose (“HC”)** and **Ethyl Cellulose (“EC”)** are used in cosmetics, shampoos, gels as well as pharmaceuticals.

SECTOR: Manufacturing Industry

INDUSTRY: Processed Chemical

China RuiTai International
Wenyang Town
Feicheng City
ShanDong
271603 PRC
Tel: 86-538-38-50-703
www.rutocel.com

Company Contact:
Crystal Tang, VP - US office
(212) 899-5131
crystal@rutocel.com

Investor Relations:
John Mattio
HC International, Inc.
(203) 616-5144
john.mattio@hcinternational.net

INVESTMENT HIGHLIGHTS

- Established in 2000, China RuiTai was the first company in China to manufacture and sell cellulose ether in China and remains one of the top producer of cellulose ether in China.
- A staff of 555 employees develop, manufacture and market more than 260 Rutocel-branded, cellulose ether products on 10 production lines with an annual capacity of 8,500 tons. Production lines are able to “adapt” to meet new customer requirements.
- Ginned cotton is the core organic raw material in cellulose ether products and accounts for 55% of costs.
- Ruitai is actively pursuing a shift to higher margin products and has increased year over year net income 8.4% to \$5.6 million in 2009.
- Total revenue for the 1H2010 was \$41.4 million, up 28.2% versus the prior period. The Company added a total of 468 new customer in the first half of 2010.
- 1H 2010 net income increased 29.7% year over year to \$3.4 million at 15.9% net income margins.
- Ruitai has provided guidance of \$43.0 million in revenues, \$7.0 million in net income and \$0.27 in EPS for 2010.**

FINANCIAL PERFORMANCE

	FY 2007	FY 2008	FY 2009	2009 vs 2008	2010 Guidance
Revenue	\$38.4 M	\$41.1 M	\$35.7 M	▼ 13.1%	\$43.0 M
Gross Profit	\$11.9 M	\$13.0 M	\$23.9 M	▲ 83.8%	
Net Income	\$4.9 M	\$5.2 M	\$5.6 M	▲ 8.4%	\$7.0 M
EPS	\$0.19	\$0.20	\$0.21	▲ 8.5%	\$0.27

SELECT FINANCIALS

CRUI : OTCBB

Current Price (9/10/10)	\$0.51
52-Week Price Range	\$0.33 - \$1.60
Average Volume (3m)	1,360
Market Cap	\$ 14.2 M
2009 Shares Basic Diluted	26.0 M 26.0 M
2009 Revenues	\$35.7 M ▼ 13.1%
2009 Net Income	\$5.6 M ▲ 8.4%
2009 Diluted EPS	\$0.21 ▲ 8.5%
Management Ownership	88.75 %
Fiscal Year End	Dec. 31st
Legal	Loeb & Loeb, LLP
Auditor	Bernstein & Pinchuck LLP

MARKET OPPORTUNITY— INTERNATIONAL and DOMESTIC

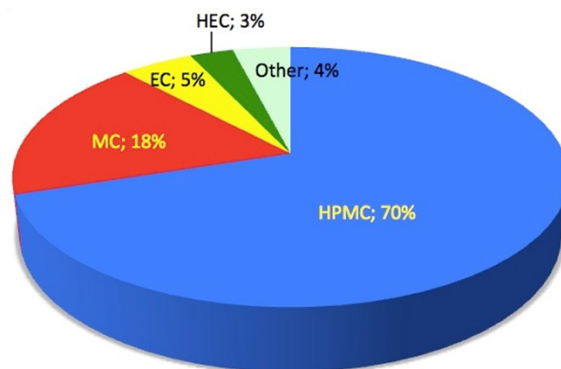
- Global demand for nonionic cellulose ether in 2009 was 650K tons and expected to reach 750K tons in 2010 per the Cellulose Industry Association.
- Demand in China/domestic market for nonionic cellulose was 66,500 tons in 2009; the domestic output was 45,000 tons. The gap between supply and demand was fulfilled by import.
- The domestic demand continues to grow; the policy stimulus in 2010 (No 1 documents from Central Government in 2010) on “Construction materials go to village”.
- The Chinese market still maintains labor and raw material cost advantage and China RuiTai’s products are less expensive than imports.



DIVERSIFIED PRODUCT LINE

- The HPMC (Hydroxypropyl Methyl Cellulose), which is a component for cement and adhesive applications contributed 70% of total revenues in 2009. The Gross Profit Margin for HPMC is 25—30%.
- MC used in pharmaceuticals and food adhesives contributed 18% of revenues and the Gross Profit Margin for MC is 17—20%
- HEC and EC used in normal grade for shampoo, paint and glossy gels contributed 5% of revenues. The Gross Profit Margin for HEC and EC is 40—45%.

2009 Revenue contribution (%)



CORPORATE OVERVIEW

- China RuiTai is an original manufacturer of cellulose ether in China
- Located in Wenyang, Shangdong province, Ruitai is one of the largest non-ionic cellulose ether producers in China
- Twelve major product lines marketed under the trademarked brand names “RuiTai” and “Rutocel” through 30 distribution offices throughout China
- 10 production lines with annual production capacity of 8,500 tons; China Ruitai is the leading manufacturer in China.
- National “Key Hi-Tech” enterprise award for excellence in research, production and marketing capability



RESEARCH AND DEVELOPMENT



- Research department of 36 and actively recruiting from top chemical engineering programs in the Shandong Province.
- Long-term relationship with prestigious academic institutions:
 - Guangzhou Chemical Research Institute
 - Jinxi Chemical Research Institute
 - Shenyang Medical College
 - China Pharmaceutical University
 - Wuxi Chemical Research Institute
- New products introduced over the last few years include HPMC, MC, HPC, and EC

GROWTH STRATEGIES

1. Capture greater domestic market share through aggressive sales and marketing programs
2. Focus on sales and production of high margin products and high margin industries
3. Grow international sales networks through distributors
4. Continually develop new products for specific industries
5. Increase Ruitai™ and Rutocel™ brand awareness and market preference



MANAGEMENT TEAM

Mr. Dianmin Ma – Chairman and CEO, Mr. Ma started the Company in 2000 and was the original manufacturer of cellulose ether in China. Mr. Ma is a Professional Accountant with close to 20 years of experience in the chemical industries in China.

Mr. Xing Fu Lu – President, Mr. Lu is a professional engineer with over 25 years of experience. Previously the General Manager in FeiCheng RuiTai Fine Chemical Company, Ltd.

Mr. Gang Ma, – Chief Financial Officer, Mr. Ma (no relation with Chairman Dianmin Ma) was appointed Chief Financial Officer on November 8, 2007. Previously Mr. Ma worked for Shangdong GMB Company from August 1995 to July 1999 in the company’s financial and accounting department.

Ms. Crystal Tang – VP of Finance, Ms. Tang worked as an associate in PriceWaterhouseCoopers in the investment management group. She is a graduate of the University of Illinois with a degree in accounting.

Statements included in this document may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements involve a number of risks and uncertainties such as competitive factors, market demand, and the company's ability to expand production capacity and obtain new distribution agreements, accurately estimate net revenues due to variability in its customer ordering or production capabilities. As a result, actual results may differ materially from any financial outlooks stated herein. Common stocks involve significant risk and it is possible to lose your entire capital investment. Further information on potential factors that could affect the Company's financial results can be found on www.sec.gov. HC International provides investor relations services for the company under a contract from March 1, 2010— March 1, 2011 and receives eight-thousand per month for its services. HCI may earn warrants as a performance bonus at the end of the contact period. Principals and consultants of HCI may own stock in China Ruitai (OTCBB: CRUI). This information does not provide an analysis of the Company's financial position and is not a solicitation to purchase or sell securities of the Company.