

To: Financial editors

【For immediate release】

# ARTINI

雅天妮中國有限公司  
ARTINI CHINA CO. LTD.

## Artini opens first flagship store in Beijing Sanlitun

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### Launch night gown series with fashion designer Mr. Dorian Ho to further enhance brand value

**[5 February 2009, Hong Kong]** Artini China Co. Ltd., (“Artini” or the “Group”, Stock Code: 789), a leading retail chain operator and manufacturer of fashion accessories in the PRC, launched a grand opening ceremony for its first flagship store in Beijing Sanlitun recently. The first ARTINI night gown series designed by Mr. Dorian Ho, the internationally renowned fashion designer, were also presented during the ceremony. Miss Guo Jingjing, the Olympic Game winner in ARTINI X Dorian Ho night gown and Mr. Eric Tse, the Group’s Chairman were the guests of honor of the opening ceremony. The opening of the flagship store not only marks Artini’s determined confidence to the PRC fashion accessories markets, but also enhances the Group’s brand value.

The 2-storey flagship store of Artini in Beijing Sanlitun has sales area reaching 250 sq. meters. The decorative concept with lively style creates elegant and cozy shopping areas which provide customers with excellent shopping experience. The first floor of the flagship store showed the brand’s classic fashion accessories and premium items which enable its customers to shop heartily. On the second floor, the first ARTINI X Dorian Ho night gown series is displayed, which brings Artini’s classic and elegant design concept into the night gowns tactfully, projecting a gorgeous, glamorous and charming impression.

Regarding the opening of Artini’s first flagship store, Mr. Eric Tse, the Group’s Chairman said:” The opening of the flagship store has further enhanced the Group’s brand value and also consolidated Artini’s leading position in the PRC accessories market. In addition, it is a great breakthrough for the Group to present its first night gown series cooperating with the internationally renowned fashion designer, Mr. Dorian Ho. In the future, the Group will seek for more opportunity to cooperate with outstanding designers and present more elegant and unique accessories and premium items. Looking forward, Artini will continue to enrich its product categories and adopt multi-brand strategy, further enhance brand awareness and customer loyalty, strengthen the Group’s leading position in the PRC fashion accessories market and provide the best possible returns to shareholders.”

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