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ARTINI
ARTINI CHINA CO. LTD.
雅天妮中國有限公司
(Incorporated in Bermuda with limited liability)
(Stock code: 789)

ANNOUNCEMENT

The Board is pleased to announce that on 3 September 2009, Artist Empire, a wholly-owned subsidiary of the Company, entered into the Licence Agreement with Mattel Europa and Mattel, pursuant to which Mattel Europa agreed to grant Artist Empire a non-exclusive licence and right to use certain intellectual property rights of Mattel Europa, including (i) the mark “BARBIE” and related logos and images; (ii) “Nostalgic/Adult Barbie” and related trademarks and names; and (iii) “Barbie 50th Anniversary” and related trademarks and names, on certain fashion jewellery, home, computer and bath accessories produced by the Company as specified in the Licence Agreement to be distributed in the PRC, Hong Kong and Macao with effect from 1 May 2009.

The transactions contemplated under the Licence Agreement do not constitute a discloseable transaction nor connected transaction of the Company under the Listing Rules. This announcement is made on a voluntary basis to provide Shareholders with information of the Company.

LICENCE AGREEMENT

The Board is pleased to announce that on 3 September 2009, Artist Empire, a wholly-owned subsidiary of the Company, entered into the Licence Agreement with Mattel Europa and Mattel, pursuant to which Mattel Europa agreed to grant Artist Empire a non-exclusive licence and right to use certain intellectual property rights of Mattel Europa, including (i) the mark “Barbie” and related logos and images; (ii) “Nostalgic/Adult Barbie” and related trademarks and names; and (iii) “Barbie 50th Anniversary” and related trademarks and names (together, the “Barbie Trademarks, Logos and Names”), on certain fashion jewellery, home, computer and bath accessories produced by the Company as specified in the Licence Agreement to be distributed in the PRC, Hong Kong and Macao with effect from 1 May 2009.

The Licence Agreement shall be for a term commencing from 1 May 2009 and expiring on 31 December 2012.

REASONS FOR ENTERING INTO THE LICENCE AGREEMENT

As a result of entering into the Licence Agreement, the Company will be able to produce products bearing the Barbie Trademarks, Logos and Names which are internationally recognised. The Company believes that it will create a positive effect on the Group's corporate image and sales volume.

The transactions contemplated under the Licence Agreement do not constitute discloseable transactions nor connected transaction of the Company under the Listing Rules. This announcement is made on a voluntary basis to provide Shareholders with information of the Company.

INFORMATION ON MATTEL

Mattel, the holding company of Mattel Europa, is principally engaged in designing, manufacturing, and marketing a broad variety of toy products worldwide through sales to its customers and directly to consumers.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context otherwise requires:

“Artist Empire”	Artist Empire International Group Company Limited, a wholly-owned subsidiary of the Company
“Barbie Trademarks, Logos and Names”	the Barbie trademarks, logos, names and other intellectual property rights granted by Mattel Europa to Artist Empire pursuant to the Licence Agreement
“Board”	the board of directors of the Company
“Company”	Artini China Co. Ltd
“Group”	the Company and its subsidiaries from time to time
“Licence Agreement”	the licence agreement dated 3 September 2009 entered into between Artist Empire, Mattel Europa and Mattel
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
“Mattel”	Mattel Inc., the holding company of Mattel Europa, a company incorporated in California, USA in 1948 and reincorporated in Delaware, USA in 1968
“Mattel Europa”	Mattel Europa B.V., a Netherlands corporation with its principal place of business at Gondel 1, 1186 MJ Amstelveen, The Netherlands

