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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)**

## **VOLUNTARY ANNOUNCEMENT**

This is a voluntary announcement made by Artini China Co. Ltd. (the “Company”, together with its subsidiaries, the “Group”).

The board of directors (the “Director(s)”) (the “Board”) of Artini China Co. Ltd. (the “Company”) is pleased to announce that on 7 July 2010, the Company entered into a non-legally binding letter of intent (the “LOI”) with China Post Trade Development Co. Ltd. (the “CPT”), which is an authorised representative of Guangdong Post Advertising Co. Ltd.\* (a wholly-owned subsidiary of China Post Group Corporation (the “China Post”)).

Pursuant to LOI, CPT will be appointed as the exclusive agent of the Company for a period of 24 months commencing from 7 July 2010 to (i) develop various postal related products on the Company’s accessory products; (ii) launch the postal related products for nationwide sale; (iii) develop sales policy and the marketing costs will be shared between CPT and the Company. CPT will purchase all products developed by the Company pursuant to the relevant formal agreement. It is intended by the Company that a distribution channel of the Group’s products by the use of direct mail order will be developed.

The terms as set out in the LOI are subject to further negotiations and conditions of formal agreements (if any). No consideration has been agreed as at the date of this announcement. Accordingly, the terms of the LOI as disclosed herein are subject to amendments during the course of negotiations (including the consideration).

The Company further announces that on 7 July 2010, its wholly-owned subsidiary, Artist Empire (Hai Feng) Jewellery Mfy. Limited\*, entered into a consignment contract (the “Consignment Contract”) with Guangdong Post Philately Corporation\* (the “GuangDong Post”), which is a wholly-owned subsidiary of China Post.

Pursuant to the Consignment Contract, Guangdong Post will sell through its franchised stores which are authorised by the Guangzhou Asian Games Organizing Committee the 16th Asian Games licensed products supplied and manufactured by the Group. The Group will also provide related marketing support and staff training to Guangdong Post. It is intended that 124 new franchised stores will be open in the Guangdong province.

By order of the Board  
**Artini China Co. Ltd.**  
**Tse Chiu Kwan**  
Chairman

Hong Kong, 7 July 2010

*As at the date of this announcement, the executive directors of the Company are Mr. Tse Chiu Kwan, Mr. Lin Shao Hua and Mr. Lau Yau Chuen, Louis; the non-executive director of the Company is Ms. Yip Ying Kam and the independent non-executive directors of the Company are Ms. Chan Man Tuen, Irene, Mr. Lau Fai Lawrence and Mr. Fan William Chung Yue.*

\* For identification purpose only