

[For Immediate Release]



安莉芳控股有限公司
Embry Holdings Limited

**Embry's First Image Store in Hong Kong
was Grandly Opened at iSquare, Tsim Sha Tsui
Over 1,770 Retail Outlets spanning over 180 Cities in China**

(8 December 2010 – Hong Kong) **Embry Holdings Limited** (the “Embry Group” or the “Group”; Stock Code: 1388), the leading integrated lingerie brand-owner and retailer in China, is pleased to announce that its first Hong Kong image store was grandly opened at iSquare in Tsim Sha Tsui today. This is the 50th retail outlet of Embry in Hong Kong. Currently, the Group has over 1,770 retail outlets spanning more than 180 cities in China.

On the opening day, Ms. Liza Cheng, Chief Executive Officer and Executive Director, was accompanied by Ms. Bernice Liu, a renowned artist, and Ms. Jocelyn Luko, a supermodel, to attend the ribbon-cutting ceremony and the cocktail party for the inauguration of the image store. Together with this newly opened store, Embry has a net increase of six new retail outlets in Hong Kong this year. Embry will continue to develop the lingerie market in China and Hong Kong, bringing forth better career and living for all Chinese women.



Photo(1) from the left: Sales & Marketing Director – Ms Moni Law; CFO – Ms Katie Fung; Ms. Bernice Liu; CEO & Executive Director - Ms Liza Cheng; Ms. Jocelyn Luko; Executive Director – Mr Hung Hin Kit



Photo (2) Embry's iSquare image store

As a socially responsible and successful company, Embry has always expressed concerns about the health and well-being of women. This year, Embry cooperates with Hong Kong Breast Cancer Foundation (HKBCF) to organize charity sales at Embry's stores. From now on until 28 February 2011, for any purchase of designated panty products at any of the Embry retail outlets, Embry will donate the sales proceeds (after deducting the costs) to HKBCF, aiming to deliver the message of love and health to all the women.

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About the Embry Group:

Embry is a leading lingerie brand owner and retailer in China, which has established an extensive retail network comprising over 1,770 outlets that cover major cities in China, including Hong Kong and Macau. Embry operates five brands, namely **EMBRY FORM**, **FANDECIE**, **COMFIT**, **LIZA CHENG** and **E-Bra**, with each of them targeting at different customers. **EMBRY FORM**, the signature brand of the Group, was awarded "The 2009 Best-selling Lingerie Products in the Industry in China" by the China Industrial Information Issuing Centre. It has been the 14th consecutive year for **EMBRY FORM** to rank number one in terms of volume, sales and market share. In addition, **FANDECIE**, an energetic lingerie brand of the Group, was also officially named one of the "Top 10 Best Sellers in the Industry in China" from 2006 to 2009 in four consecutive years.

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