

[FOR IMMEDIATE RELEASE]



Embry Recorded Remarkable Results on First-Day Trade

Share Price Increased about 40.9% to Close at HK\$5.1

(December 18, 2006 – Hong Kong) – **Embry Holdings Limited** ('Embry' or the 'Group'; stock code: 1388), a leading integrated lingerie brand owner and retailer in China, announced today its successful listing on the Main Board of The Stock Exchange of Hong Kong Limited ("SEHK").

On its first trading day, approximately 69.1 million shares changed hands and the total transactions amounted to approximately HK\$336.5 million. Embry's share price closed at HK\$5.1, which was approximately 40.9% higher than the Offer Price of HK\$3.62 per share.

Taifook Capital Limited is the Sponsor of the listing and Taifook Securities Company Limited is the Sole Bookrunner and Lead Manager of the Share Offer.

Commenting on the satisfactory trading results, Ms. Cheng Pik Ho, Liza, Chief Executive Officer and Executive Director of the Group said, "We are delighted to witness such encouraging performance of the first trading day. The active trading volume and significant increase of our closing price demonstrate the confidence of both institutional and retail investors in the immense development potentials of Embry and the prosperous future of the Group."

Ms. Cheng concluded, "Looking ahead, we will continue to exert tremendous effort in strengthening our leading position in the industry. We will actively implement our comprehensive vertically integrated business model to enhance operating efficiency. In the meantime, we endeavor to achieve further economies of scale by increasing our production capacity. By leveraging on our strong competitive edges, Embry is well-poised to achieving robust growth and bringing attractive returns to investors and shareholders."

- End -

Photo Recap on Listing Day



Mr. Stephen Hui, Member of the Listing Committee of the Hong Kong Exchanges and Clearing Limited (Left 5), Mr. Lawrence Fok, Executive Vice President of the Hong Kong Exchanges and Clearing Limited (Left 9), Mr. Cheng Man Tai, Chairman of Embry, (Left 6), Ms. Liza Cheng, Chief Executive Officer of Embry (Left 3), and the management team of the Company.

For further information, please contact:

iPR Ogilvy Ltd

Queenie Mak/ Charis Yau/ Emily Chiu/ Natalie Tam

Tel: 2136 6954/ 2169 0049/ 2136 6179/ 2136 6182

Fax: 3170 6606

E-mail: queenie.mak@iprogilvy.com/ charis.yau@iprogilvy.com/
emily.chiu@iprogilvy.com/ natalie.tam@iprogilvy.com