

**(For Immediate Release)**



**Embry Holdings Limited  
Sales Update for January to March of the Year 2012**

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**Sales Increased by 26% and Double-Digit Same Store Sales Growth**

(27 April 2012 – Hong Kong) **Embry Holdings Limited** ("Embry" or the "Group"; Stock Code: 1388), the leading lingerie brand owner and retailer in China, is pleased to announce its sales growth for January to March of the year 2012.

Overall sales growth of the Group for the period from January to March has reached 26% as compared to the same period of last year. Increase in sales is mainly attributable to continual increase in sales in the China retail market and increase in the overall demand from the Group's customers. Products of all five brands enjoyed growth in sales during the period. For the stores that had been in operation for more than a year, same store sales enjoyed double-digit growth year-on-year.

During the above period, the number of retail outlets remained unchanged. There were a total of 2,076 retail outlets by the end of March, which comprised 1,862 concessionary counters and 214 retail shops. For the year ending 31 December 2012, the Group remains confident of achieving the target of adding about 150 retail outlets.

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**About Embry Holdings:**

Embry is a leading lingerie brand owner and retailer in China, which has established an extensive retail network comprising over 2,000 outlets that cover major cities in China, including Hong Kong and Macau. Embry operates five brands, namely **EMBRY FORM**, **FANDECIE**, **COMFIT**, **E-BRA** and **LIZA CHENG** with each of them targeting at different customers. **EMBRY FORM**, the signature brand of the Group, was awarded "The Best-selling Lingerie Products in the Industry in China" by the China Industrial Information Issuing Centre again. It has been the 16th 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 2011 in six consecutive years.

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