

**(For Immediate Release)**



**Embry Holdings Limited  
Sales Update for the First Four Months of the Year 2011**

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**Sales Increased by 24% and Double-Digit Same Store Sales Growth**

(25 May 2011 – 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 today its sales growth for the first four months of the year 2011.

Overall sales growth of the Group for the first four months of the year 2011 has reached 24% as compared to the same period of last year. Increase in sales is mainly attributable to increase in robust sales in the China retail market, an expanded sales network and increase in the overall demand from the Group’s customers. Sales of products of the **Embry Form** and **Fandecie** brands enjoyed double-digit growth. For stores that had been in operation for more than a year, same store sales enjoyed double-digit growth year-on-year.

During the above four-month period, 102 retail outlets mainly in China, on a net basis, were added to the network, bringing a total of 1,983 retail outlets by the end of April, which comprised 1,807 concessionary counters and 176 retail shops.

Due to strong market demand, the Group has revised its retail shops opening target to a net increase of 200 outlets or more for this year. It is expected that such adjustment will lead to additional advertising and counter decoration expenses during the year.

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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 1,983 outlets that cover major cities in China, including Hong Kong and Macau. Embry operates five brands, namely **EMBRY FORM**, **FANDECIE**, **COMFIT**, **E-BRA** and **LC** 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 15th 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 2010 in five consecutive years.

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