

(For Immediate Release)



**Embry Awarded "The 2006 Best-selling Lingerie
Products in the Industry in China"
Ranked First in Volume, Sales and Market Share**

(21 January 2007 – Hong Kong) **Embry Holdings Limited** ("Embry Group" or the "Group"; Stock Code: 1388), the leading integrated lingerie brand-owner and retailer in China, is pleased to announce that EMBRY FORM, one of its renowned lingerie brands, was again accredited "The 2006 Best-selling Lingerie Products in the Industry in China", ranking the first in volume, sales and market share, marking its market leadership for a consecutive of 11 years since 1996.

According to the latest statistics provided by China Industrial Information Issuing Center of the National Bureau of Statistics of China, EMBRY FORM, the signature brand of the Group, was the Best-selling Lingerie Products in the Industry in 2006, ranking the first in volume, sales and market share. It has been the 11th consecutive year for EMBRY FORM to obtain this award. This reflects not only the Group's extensive recognition across the nation, but also its competitiveness and strength in the lingerie industry. In addition, FANDECIE, an energetic lingerie brand of the Group was also officially awarded one of the "Top 10 Best Sellers in the Industry in 2006".

Liza Cheng, CEO and Executive Director of Embry Group said, "We are pleased to see our flagship brand EMBRY FORM to be named the "Best-selling Lingerie Products in China" again in terms of volume, sales and market share. This shows that EMBRY FORM is widely recognized among Chinese consumers for its product quality, sales strategy as well as product image. It is also very encouraging to see our FANDECIE brand to come to the top of the industry in only a few years' time and become one of the leading brands."

She continued, "While sustaining its efforts to consolidate the leadership position of EMBRY FORM and FANDECIE, Embry Group will continue to strengthen the image and sales efforts for its two new brands COMFIT and LC. As disclosed in the Group's prospectus, Embry Group will increase 300 retail outlets to enhance the sales network of the Group. The Group has always strived for excellence and has satisfied market demand while creating value through innovation. At the same time, the Group is dedicated to addressing customers' needs and extending the nationwide sales network, aiming to become a leading and reputable lingerie producer and retailer in the Greater China Region.'

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About Embry Holdings:

Embry Holdings is a renowned lingerie producer and retailer, as well as a vertically integrated lingerie company with its own design, manufacturing, marketing, distribution, and retail capabilities. Currently, the Group owns four major lingerie brands namely EMBRY FORM, FANDECIE, COMFIT and LC. Embry has a retail network spanning across the whole nation, covering all major cities such as Beijing, Shanghai, Guangzhou, Hong Kong and Macau. At present, the Group has more than 1,000 retail outlets. Embry Group was publicly listed on the Hong Kong Stock Exchange on 18 December 2006.

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