

**(For Immediate Release)**



## **Grand Opening of Embry Form's First Flagship Retail Store**

( 27 June 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 the grand opening of its first flagship store on 18 June 2007.

The first flagship store of Embry Group is situated in No. 2073 of 2073 Ren Min Nan Road, Luo Hu District in Shenzhen, one of the prime commercial areas in the district. The Shenzhen flagship store has an area of 186 sq.m, selling products of the Group's four lingerie brands, namely "EMBRY FORM", "FANDECIE", "COMFIT" and "LC". The flagship store décor creates an elegant and chic atmosphere, which allows customers to indulge in a cozy and relaxing shopping environment.

Liza Cheng, CEO and Executive Director of Embry Group said, "The Shenzhen flagship store marked the first step of our mission to open flagship stores in various key locations. Meanwhile, the Group is looking for quality shops to further implement its plan of opening flagship stores in Beijing, Shanghai, Guangzhou and Hong Kong. Opening of the new flagship stores not only complemented our sales strategic initiatives, but also effectively enhanced our brand awareness."

*-End-*

Liza Cheng, CEO and Executive Director of Embry Group (the sixth from the left) held the ribbon cutting ceremony of the first flagship store :



#### **About Embry Holdings:**

Embry is a leading lingerie brand owner and retailer in China, which is principally engaged in the design, manufacture and distribution of ladies' lingerie, swimwears, sleepwears and related accessories. The Group has established an extensive retail network comprising over 1,000 outlets covering major cities in the PRC including Hong Kong and Macau, and two well equipped production bases in Shenzhen and Changzhou. Embry has four self-owned brands, namely "EMBRY FORM", "FANDECIE", "COMFIT" and "LC". Each of the four brands is targeted at different customer group and therefore products under each brand have their unique design and characteristics to fit in the needs of the targeted customers. "EMBRY FORM", the signature brand of the Group, was awarded as "The 2006 Best-selling Lingerie Products in the Industry" by China Industrial Information Issuing Center. It has been the 11<sup>th</sup> consecutive year for "EMBRY FORM" to rank the first in volume, sales and market share. 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".

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