

To: Business Editor
[For immediate release]

ARTINI

雅天妮中國有限公司
ARTINI CHINA CO. LTD.

Artini obtained the exclusive distribution right of the NBA timepiece in the PRC

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Pursue multi-brand strategy
Further expand PRC retail network

【28 Oct 2008, Hong Kong】 Artini China Co. Ltd., (“Artini” or the “Group”, Stock Code: 789), a leading retail chain operator and manufacturer of fashion accessories in the PRC, today entered into a contract, obtaining the exclusive distribution right of NBA timepiece products in the PRC.

The distribution right has a term of 2 years and will take immediate effect right upon signing. It is renewable for an additional 3 years. Under the agreement, Artini will be authorized to distribute the timepiece products bearing the NBA trademark. Products including wristwatches, pocket watches, alarm clock, etc. will be launched in the end of 2008, and will be sold at the Group’s Q’GGLE concession stores in first and second tier cities such as Beijing, Shanghai, Guangzhou and Sichuan, etc. The NBA timepiece products share similar positioning with the Group’s Q’GGLE brand, both of which target energetic and fashionable youngsters. As a result, the cooperation with NBA expands Q’GGLE’s product range and the selection of timepiece for the customers. This will also bring greater synergy to both companies. The Group plans to further introduce the NBA timepiece products to the entire PRC market through launching NBA timepiece products specialty shops and seeking suitable franchisees for distribution.

Commenting on the exclusive distribution right of the NBA timepiece products in the PRC, Mr. Eric Tse, Chairman of Artini said, “We are honored to be the exclusive distributor of NBA timepiece products in the PRC market which offers enormous potential. We are confident that with Artini’s retail experience and sound retail network, the NBA timepiece products will penetrate the PRC market quickly. Q’GGLE will also be able to attract more customers with the reputable NBA brand. Our vision is to be one of the largest multi-brand and multi-channel fashion accessories retail brand operators in the PRC. Leveraging our well-established brand images, unique design and effective marketing strategies, Artini will capitalize on market opportunities and actively expand our business to attain greater results, and provide the best possible returns to shareholders.”

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