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ARTINI
ARTINI CHINA CO. LTD.
雅天妮中國有限公司
(Incorporated in Bermuda with limited liability)
(Stock code: 789)

**ANNOUNCEMENT PURSUANT TO RULE 13.09(1)
OF THE LISTING RULES**

On 29 March 2010, Artist Empire, as sub-licensee, entered into the Licence Agreement with IMG, as the exclusive master licensee of FIGC, pursuant to which IMG agreed to grant Artist Empire a non-exclusive global (excluding Italy) sub-licence and right to use the name and logo of the Italian national football team, FIGC, on certain fashion jewellery, gifts and premium items to be produced by the Company as specified in the Licence Agreement to be distributed globally (excluding Italy).

This announcement is made pursuant to Rule 13.09(1) of the Listing Rules.

Reference is made to the announcement of the Company dated 12 January 2010 in relation to the entering into by the Company of two non-legally binding licensing deal memoranda with two licensors respectively. The Board is pleased to announce that on 29 March 2010, pursuant to the one of the deal memoranda, the Company entered into a formal Licence Agreement with IMG. The details of the Licence Agreement are set out below.

LICENCE AGREEMENT

On 29 March 2010, Artist Empire, as sub-licensee, entered into the Licence Agreement with IMG, as the exclusive master licensee of FIGC, pursuant to which IMG agreed to grant Artist Empire a non-exclusive global (excluding Italy) sub-licence and right to use the name and logo of the Italian national football team, FIGC, on certain fashion jewellery, gifts and premium items to be produced by the Company as specified in the Licence Agreement to be distributed globally (excluding Italy).

The Licence Agreement shall be for a term commencing from 6 January 2010 and expiring on 31 December 2010 plus a one-hundred-and-eighty(180)-days sell-off period to sell off remaining finished products. Under the Licence Agreement, Artist Empire has to pay royalties and a non-refundable minimum guaranteed payment. There is also a requirement of a minimum marketing expenditure to be incurred by Artist Empire.

REASONS FOR ENTERING INTO THE LICENCE AGREEMENT

As a result of entering into the Licence Agreement, the Company will be able to produce products bearing the name and logo of FIGC, which are internationally recognised. The Company believes that it will create a positive effect on the Group's corporate image and sales volume.

This announcement is made pursuant to Rule 13.09(1) of the Listing Rules.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context otherwise requires:

“Artist Empire”	Artist Empire Jewellery Mfy. Limited, a wholly-owned subsidiary of the Company
“Board”	the board of directors of the Company
“Company”	Artini China Co. Ltd.
“FIGC”	Federazione Italiana Giuoco Calcio of Via G. Allegri 14, 00198 Roma
“Group”	the Company and its subsidiaries from time to time
“IMG”	International Management Group (UK) Limited
“Licence Agreement”	the licence agreement dated 29 March 2010 entered into between Artist Empire and IMG pursuant to which Artist Empire is granted a sub-licence to use the name and logo of FIGC
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
“Shareholders”	shareholders of the Company

By order of the Board
Artini China Co. Ltd.
Tse Chiu Kwan
Chairman

Hong Kong, 29 March 2010

As at the date of this announcement, the executive directors of the Company are Mr. Tse Chiu Kwan, Ms. Ho Pui Yin, Jenny and Mr. Lin Shao Hua; the non-executive director of the Company is Ms. Yip Ying Kam and the independent non-executive directors of the Company are Ms. Chan Man Tuen, Irene, Mr. Lau Fai Lawrence and Mr. Fan William Chung Yue.