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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

Reference is made to the announcement of the Company dated 7 July 2010 in relation to the entering into by the Company of a non-binding letter of intent with CPT, which is an authorised representative of GuangDong Post, a wholly owned subsidiary of China Post. The Board is pleased to announce that on 6 August 2010, Artist Empire, a wholly-owned subsidiary of the Company entered into a formal cooperation Agreement with CPT. The details of the Agreement are set out below.

THE AGREEMENT

On 6 August 2010, Artist Empire entered into the Agreement with CPT, which is an authorised representative of GuangDong Post. Pursuant to the Agreement, CPT is appointed as the exclusive agent of Artist Empire for a term of 24 months commencing from 6 August 2010 up to 5 August 2012 to (i) develop various postal related products each of which will contain the Company's accessory products; (ii) launch the postal related products for nationwide sale through the post offices of China Post and by the use of direct mail order; (iii) develop sales and marketing policy in relation to the postal related products and (iv) develop an online sales platform to sell the Group's products and hold sales event with China Post's customers to market the Group's products. Profit generated from direct mail orders, the online sales platform and sales events organised by China Post shall belong to the Group solely.

Pursuant to the Agreement, during the term of the Agreement, CPT will purchase not less than 100,000 products (and their aggregated price will not be less than RMB5,000,000) supplied by the Group for nationwide sales.

Pursuant to the Agreement, marketing costs and service fee of RMB20,000,000 will be shared between CPT and Artist Empire. Artist Empire is to pay for the RMB10,000,000 in cash by four equal instalments, in which the first instalment of RMB2,500,000 is payable within 10 days of the signing of the Agreement and the remaining three instalments is payable every 6 months after the signing of the Agreement.

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:

“Agreement”	the formal cooperation agreement dated 6 August 2010 between Artist Empire and CPT
“Artist Empire”	Artist Empire Gifts & Premium Mfy. Limited, a wholly owned subsidiary of the Company
“Board”	the board of directors of the Company
“China Post”	China Post Group Corporation
“Company”	Artini China Co. Ltd.
“CPT”	China Post Trade Development Co. Ltd., a company incorporated in Hong Kong with limited liability
“Group”	the Company and its subsidiaries from time to time
“GuangDong Post”	GuangDong Post Advertising Co. Ltd.*, a company established in the PRC with limited liability and a wholly-owned subsidiary of China Post
“Listing Rules”	the Rules Governing Listing of Securities on The Stock Exchange of Hong Kong Limited

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

Hong Kong, 6 August 2010

As at the date of this announcement, the executive directors of the Company are Mr. Tse Chiu Kwan, Mr. Lin Shao Hua and Mr. Lau Yau Chuen, Louis; 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.

* *For identification purpose only*