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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**

This announcement is made pursuant to Rule 13.09(1) of the Rules (the “Listing Rules”) Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited.

The board of directors (the “Director(s)”) (the “Board”) of Artini China Co. Ltd. (the “Company”, together with its subsidiaries, the “Group”) is pleased to announce that on 18 October 2010, Eili Int’l Company Limited (“EIL”), a wholly owned subsidiary of the Company, entered into a letter of intent (the “LOI”) with Cartorama Retail Limited (“Cartorama”).

Pursuant to the LOI, the parties to the LOI have provided for a prescribed time within which to finalise a formal distribution contract pursuant to which Cartorama is to appoint the Group as its sole and exclusive distributor to import and distribute certain brand products, inter alia, casual bags, backpacks, stationeries, gifts and trendy items (collectively known as the “Products”) in The People’s Republic of China (excluding Hong Kong, Macau and Taiwan) and to grant the Group a right to use “IMAGO” as a trade sign in connection with the distribution of the Products, for a period of ten years commencing from the date of signing a formal distribution contract.

The Group expect to sell the Products via specialty retail shops to be opened by the Group or its appointed distributors with the trade sign “IMAGO” (the “Specialty Retail Shops”). A fee shall be payable to Cartorama for the Specialty Retail Shops opened. There is also a requirement in the LOI of monthly minimum purchase amounts for each of the Specialty Retail Shop.

Cartorama is a company incorporated in Hong Kong and an indirect non-wholly owned joint venture of Gruppo Cartorama Srl. Gruppo Cartorama Srl is a company incorporated in Italy and engages in the distribution of school accessories and stationery, gift items and Christmas ornaments in Europe and other parts of the world.

The terms as set out in the LOI are subject to further negotiations and conditions of formal distribution contract (if any). Accordingly, the terms on the LOI as disclosed herein may be amended during the course of negotiations.

To the best knowledge of the Directors, having made all reasonable enquiries, Cartorama and its ultimate beneficial owners are third parties, which is independent of and not connected with the Company, the Directors, chief executive or substantial shareholders or any of its subsidiaries or their respective associates (as defined in the Listing Rules).

The Board wishes to remind the shareholders of the Company that there is no assurance that formal distribution contract will be entered into between EIL and Cartorama. Further announcement(s) in relation to the LOI will be made by the Company as and when appropriate in compliance with the Listing Rules. **The shareholders of the Company and public investors are urged to exercise caution when dealing in the shares of the Company.**

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

Hong Kong, 18 October 2010

*As at the date of this announcement, the executive Directors are Mr. Tse Chiu Kwan, Mr. Lin Shao Hua and Mr. Lau Yau Chuen, Louis; the non-executive Director is Ms. Yip Ying Kam; and the independent non-executive Directors are Mr. Lau Fai Lawrence and Mr. Fan William Chung Yue.*