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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 18 October 2010 in relation to the entering into by EIL of a letter of intent with Cartorama. The Board is pleased to announce that on 6 December 2010, EIL (“Artini”), a wholly owned subsidiary of the Company, entered into a Distribution Contract with Cartorama pursuant to which Cartorama agreed to appoint the Artini as its sole and exclusive distributor to import and distribute the Products in the PRC and to grant Artini a right to use “IMAGO” as a trade sign in connection with the distribution of the Products, for a terms up to ten years (the terms of Distribution Contract is five years and shall be automatically renewed and extended for a further period of five years upon Artini achieving the certain minimum purchase target) commencing from 6 December 2010.

Artini expects to sell the Products via Specialty Retail Shops. A fee shall be payable to Cartorama for the Specialty Retail Shops opened. There is also a requirement in the Distribution Contract of monthly minimum purchase amounts to be incurred by Artini for each of the Specialty Retail Shops.

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.

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:

“Board”	the board of directors of the Company
“Cartorama”	Cartorama Retail Limited, a company incorporated in Hong Kong with limited liability
“Company”	Artini China Co. Ltd.
“Distribution Contract”	the distribution contract entered into on 6 December 2010 between EIL and Cartorama

“EIL”	Elili Int’l Company Limited, a company incorporated in Hong Kong with limited liability and a wholly owned subsidiary of the Company
“Group”	the Company and its subsidiaries from time to time
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
“PRC”	The People’s Republic of China, excluding Hong Kong, Macau and Taiwan
“Products”	certain brand products, inter alia, causal bags, backpacks, stationeries, gifts and trendy items to be distributed by Artini pursuant to the Distribution Contract
“Shareholders”	shareholders of the Company
“Specialty Retail Shop(s)”	shops to be opened by Artini or its appointed distributors with the trade sign “IMAGO”

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

Hong Kong, 6 December 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 Mr. Lau Fai Lawrence, Mr. Fan William Chung Yue and Mr. Lau Yiu Kit.