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**Embry Form Named the Signature Brand of the Industry in China
for the Second Time
in Recognition of Its Strong Brand Name**

(17 June 2008–Hong Kong) Embry Holdings Limited (“the Embry Group” or the “Group”; Stock Code: 1388), the leading integrated lingerie brand-owner and retailer in China, is pleased to announce that the Group’s renowned brand EMBRY FORM was named the “Signature Brand of the Industry in China” for the second time in recognition of its widespread popularity and influence in China.

According to the list of Signature Brands issued recently by the China Brand Research Institute, EMBRY FORM was named again as the “Signature Brand of the Industry in China”. The brand operated by the Embry Group is the only lingerie brand on the list. The honour indicates that the Group has won widespread recognition across China and highlights its competitiveness and unique strengths in the lingerie market.

According to the selection criteria as well as the rules and regulations set out by the China Brand Research Institute, a Signature Brand is one which can either represent its own industrial sector in China or carry global influence. This is regarded as the highest honour accredited to enterprises in China with respect to brand recognition, as only one single brand will be selected in each industry and named as the Signature Brand of the Industry. The 288 signature brands named this time were selected from the Well-known Trademarks of China and China Top Brands and the industries are defined with reference to the classification method of China Top brands and the Well-known Trademarks of China.

Ms. Liza Cheng, Chief Executive Officer and Executive Director of Embry, said: “We are pleased to see the Group’s signature brand is once again named the Signature Brand of the Industry in China. This honour is a testimony to the efforts that Embry has devoted to brand building and promotion. It also asserts the Group’s leading position in terms of its product quality, sales and brands. The Group will continue to add value to its brands by reinforcing the sales and marketing efforts,”

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About Embry Holdings:

Embry is a leading lingerie brand owner and retailer in China, which mainly engages in the design, manufacture and distribution of ladies' lingerie, swimwear, sleepwear and related accessories. The Group has established an extensive retail network comprising over 1,300 outlets that cover major cities in the PRC, including Hong Kong and Macau. It also has two well-equipped production bases in Shenzhen and Changzhou, and the newly built production base in Shandong is expected to commence production in 2008. Embry has four self-owned brands, namely "EMBRY FORM", "FANDECIE", "COMFIT" and "LC". Each of the brands targets at different customers. The products under each brand are characterized with unique designs and features to cater for different needs. "EMBRY FORM", the signature brand of the Group, was awarded "The 2007 Best-selling Lingerie Products in the Industry in China" by China Industrial Information Issuing Centre. It has been the twelve consecutive year for "EMBRY FORM" to rank number one by volume, sales and market share. In addition, "FANDECIE", an energetic lingerie brand of the Group, was also officially named one of the "Top 10 Best Sellers in the Industry in 2007 in China".

For more information on the Signature Brands of the Industry in China in 2008, please visit the website of the China Brand Research Institute: <http://www.brandcn.org/index.asp>

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