

(For Immediate Release)



Embry and Duosiwei Companies Entered Into a Master Agreement

To Provide Services of Decoration, Designing and Manufacturing of Moulds to the Group

(6 November, 2008 – Hong Kong) **Embry Holdings Limited** ("Embry" or the "Group"; Stock Code: 1388), the leading integrated lingerie brand-owner and retailer in China, today announces that the Group entered into a Master Agreement with 多思維五金塑料製品(深圳)有限公司 (unofficial translation being Duosiwei Metal & Plastic Products (Shenzhen) Co., Ltd.) and 常州多思維家俱裝飾工程有限公司 (unofficial translation being Changzhou Duosiwei Furniture Decoration Construction Co., Ltd.) (collectively "Duosiwei Companies").

Pursuant to the Master Agreement, the Group has agreed to engage Duosiwei Companies to provide services of decoration (including manufacturing of fixtures and fittings), designing and manufacturing of different types of moulds to the Group on a non-exclusive basis. The Group estimates that the transactions contemplated under the Master Agreement would not exceed annual cap amounts of HK\$19.9 million per year for the three financial years ending 31 December 2011 respectively. The Master Agreement will become effective on (i) the date of obtaining independent shareholders' approval of the Master Agreement at the Extraordinary General Meeting to be convened or (ii) 1 January 2009, whichever is the later, and will terminate on 31 December 2011.

Mr. Cheng Man Tai, Chairman of Embry, said: "As a leading brand owner in the lingerie industry in China, our ability in establishing a consistent brand image nationwide has always been a crucial factor to our success. In order to provide a comfortable shopping environment and deliver the best shopping experience to our customers, we are delighted to continue our partnership with Dousiwei Companies. We are confident that their expertise in decoration and designing will enable us to efficiently refurbish and decorate our stores to enhance our brand image and strengthen the Group's market presence."

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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 1,400 outlets that cover major cities in the PRC, including Hong Kong and Macau. It also has three well-equipped production bases in Shenzhen, Changzhou and Shandong. 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 12th 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 China" from 2006 to 2007 in two consecutive years.

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