

(For Immediate Release)



**Embry Holdings Limited
Sales Update for October to December of the Year 2012**

Sales Increased by 14% and Same Store Sales Growth Sustained

(6 February 2013 – Hong Kong) **Embry Holdings Limited** (“Embry” or the “Group”; Stock Code: 1388), the leading lingerie brand owner and retailer in China, is pleased to announce its sales growth for October to December of the year 2012.

The overall sales growth of the Group for the period has reached 14% as compared to the same period of last year. During the period, the Group enjoyed growth in sales for products of all our brands. The Group’s stores that had been in operation for more than a year continued to enjoy positive same store sales growth in the fourth quarter and for the full year, albeit at a slower growth rate. This mainly reflects that the overall growth of the Group’s sales was slightly affected by the continual slowdown of China’s economy.

During the above period, the number of retail outlets net increased by 45 as compared to the end of December last year. As at the end of December 2012, there were a total of 2,121 retail outlets, comprising 1,932 concessionary counters and 189 retail shops. The rising staff costs and rental expenses of concessionary counters, and the additional advertising and counter decoration expenses during the year are expected to result in higher selling and distribution expenses for the year ended 31 December 2012.

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About Embry Holdings:

Embry is a leading lingerie brand owner and retailer in China, which has established an extensive retail network comprising over 2,000 outlets that cover major cities in China, including Hong Kong and Macau. Embry operates various brands, including **EMBRY FORM**, **FANDECIE**, **COMFIT**, **E-BRA** and **LIZA CHENG** with each of them targeting at different customers. **EMBRY FORM**, the signature brand of the Group, was awarded "The Best-selling Lingerie Products in the Industry in China" by the China Industrial Information Issuing Centre again. It has been the 16th consecutive year for **EMBRY FORM** to rank number one in terms of 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" for six consecutive years.

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