

(For Immediate Release)



Chairman of Embry Increases Interests in the Company

Better Reflect the Company's Fair Value Reaffirm Shareholders' Commitment

(10 June, 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 its controlling shareholder Mr. Cheng Man Tai, Chairman of the Company bought an aggregate of 500,000 shares in Embry from the market on June 5, 2008 at the average price of HK\$2.84952. Upon completion of the transactions, Mr. Cheng's interest in Embry increased to 72.09% from 71.97%.

Mr. Cheng Man Tai, Chairman of the Company said: "The move to increase my interest in Embry underlines my strong confidence as the controlling shareholder in the Company's future. As Embry's management team is highly experienced in retail business development and possesses strong capabilities in capturing market opportunities, I am fully confident in the Company's future growth."

"As the controlling shareholder and senior management of Embry, the decision to increase my stake in the Company at the current market price should send a strong message to all other shareholders and our staff that we stand by our commitment to devote the best of our abilities to drive the Company's ongoing development. We have illustrated this commitment with solid actions," Mr. Cheng concluded.

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About Embry Holdings:

Embry is a leading lingerie brand owner and retailer in China, which is principally engaged 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 covering major cities in the PRC including Hong Kong and Macau, and two well-equipped production bases in Shenzhen and Changzhou. The new production plant in Shandong will also commence operation in 2008. Embry has four self-owned brands, namely "EMBRY FORM", "FANDECIE", "COMFIT" and "LC". Each of the four brands is targeted at different customer group and therefore products under each brand have their unique design and characteristics to fit in the needs of the targeted customers. "EMBRY FORM", the signature brand of the Group, was awarded as "The 2007 Best-selling Lingerie Products in the Industry in China" by China Industrial Information Issuing Center. It has been the 12th consecutive year for "EMBRY FORM" to rank the first in volume, sales and market share. In addition, "FANDECIE", an energetic lingerie brand of the Group was also officially awarded one of the "Top 10 Best Sellers in the Industry in 2007 in China".

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