

**[For Immediate Release]**



**安莉芳控股有限公司  
Embry Holdings Limited**

**In Celebration of the Inauguration Ceremony for Embry Tower  
and the 35<sup>th</sup> Anniversary of Embry  
“MAGIC OF BODY Fashion Show” was Successfully Held  
at the New Headquarters in Shanghai**

(2 December 2010 – 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 Inauguration Ceremony of Embry Tower located alongside Pujiang River, Shanghai and the Group’s 35<sup>th</sup> Anniversary Celebration had been held successfully on 1 December 2010.

A number of Shanghai government officials, representatives of the China National Textile and Apparel Council, the Group’s global working partners and celebrities from entertainment and fashion worlds, including Ms. Li Bingbing and Ms. Shen Xing, attended the Inauguration Ceremony for the new tower. The lingerie show - “MAGIC OF BODY” - was also held at the new headquarters in Shanghai. This show of stylish concepts has proven to be very successful.

Liza Cheng, CEO and Executive Director of the Embry Group said, “The Embry Group has been a trendsetter of lingerie in China for 35 years, witnessing the rapid growth of the lingerie industry in China. Currently, the Group’s retail operations cover more than 180 major cities in China, running over 1,770 concessionary counters and retail shops nationwide with over 30 patents registered. Looking forward, we will continue to strengthen our beauty business, bringing forth better career and living for all Chinese women.”



*Photo (1) Embry's management with honourable guests*



*Photo(2) The exterior of Embry Tower in Shanghai*

Embry Tower is a 14-storey building with a GFA of approximately 11,430 sq. m. The building is situated alongside Pujiang River, Shanghai in the vicinity of the North Bund, overlooking the Lujiazui financial center off the shore. The new headquarters in Shanghai will become another landmark in the region in the near future. This milestone has fully demonstrated that the Embry Group has been adjusting its positioning in mainland China on a gradual basis and has further fortified its commitment and determination to become the market leader in mainland China.

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**About the Embry Group:**

Embry is a leading lingerie brand owner and retailer in China, which has established an extensive retail network comprising over 1,770 outlets that cover major cities in China, including Hong Kong and Macau. Embry operates five brands, namely **EMBRY FORM**, **FANDECIE**, **COMFIT**, **LIZA CHENG** and **E-Bra**, with each of them targeting at different customers. **EMBRY FORM**, the signature brand of the Group, was awarded "The 2009 Best-selling Lingerie Products in the Industry in China" by the China Industrial Information Issuing Centre. It has been the 14th 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" from 2006 to 2009 in four consecutive years.

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