

(For Immediate Release)



**EMBRY FORM Awarded "The 2007 Best-selling Lingerie Products in the Industry in China"
Ranked First in Volume, Sales and Market Share**

(22 January 2008 – Hong Kong) Embry Holdings Limited ("Embry Group" or the "Group"; Stock Code: 1388), the leading integrated lingerie brand-owner and retailer in China, is pleased to announce that EMBRY FORM, one of its renowned lingerie brands, was again accredited "**The 2007 Best-selling Lingerie Products in the Industry in China**", **ranking the first in volume, sales and market share**. It has been the 12th consecutive year for EMBRY FORM to obtain this award in China and established its market leadership since 1996.

According to the latest statistics provided by China Industrial Information Issuing Center of the National Bureau of Statistics of China, EMBRY FORM, the signature brand of the Group, was the Best-selling Lingerie Products in the Industry in 2007, ranking the first in volume, sales and market share. It has been the 12th consecutive year for EMBRY FORM to obtain this award. This reflects not only the Group's extensive recognition across the nation, but also its competitiveness and strength in the lingerie industry.

Liza Cheng, CEO and Executive Director of Embry Group said, "We are pleased to see our flagship brand EMBRY FORM to be named the "Best-selling Lingerie Products in China" again in terms of volume, sales and market share. This shows that EMBRY FORM is widely recognized among Chinese consumers for its product quality, sales strategy as well as product image."

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She continued, "Like EMBRY FORM, the Group's younger line, FANDECIE, has also achieved satisfactory results in the space of just a few years and has become one of **the Best Selling Lingerie Brand in China in 2007**. We are particularly heartened by the growing popularity of the brand. In future, while we will continue to strengthen the leading position of various brands, we will also seek to further improve our sales network. Having opened a flagship store respectively in Shenzhen and Hong Kong, we now look for suitable locations and aim to make the same move in Beijing, Shanghai and Guangzhou. The new ventures will be in line with our sales strategy and help promote our brands. As always, Embry Form Group will constantly strive to improve itself in its drive to become a leading and well-known lingerie manufacturer and retailer in Greater China.

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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, swimwears, sleepwears and related accessories. The Group has established an extensive retail network comprising over 1,000 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 be commenced 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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