

**(For Immediate Release)**



**Embry Holdings Limited  
Sales Update for October to December of the Year 2011**

**\*\*\***

**Sales Increased by 25% and Double-Digit Same Store Sales Growth**

(30 January 2012 – 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 2011.

Overall sales growth of the Group for the period from October to December has reached 25% as compared to the same period of last year. Increase in sales is mainly attributable to continual increase in sales in the China retail market, an expanded sales network of the Group and increase in the overall demand from the Group's customers. Products of all five brands enjoyed growth in sales during the period. For the stores that had been in operation for more than a year, same store sales enjoyed double-digit growth year-on-year.

During the above period, 10 retail outlets mainly in China, on a net basis, were added to the network, bringing a total of 2,076 retail outlets by the end of December, which comprised 1,862 concessionary counters and 214 retail shops.

As there is a net increase in the number of retail outlets, it is expected that there will be additional advertising and counter decoration expenses during the year.

*- End -*

**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 five brands, namely **EMBRY FORM**, **FANDECIE**, **COMFIT**, **E-BRA** and **LC** 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 15th 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 2010 in five consecutive years.

For further information, please contact:

**iPR Ogilvy Ltd.**

Athena Chan/ Juliana Li/ Charis Yau

Tel: (852) 3920 7645/ 2169 0467/ 2136 6183

Fax: (852) 3170 6606

Email: [athena.chan@iprogilvy.com](mailto:athena.chan@iprogilvy.com)/ [juliana.li@iprogilvy.com](mailto:juliana.li@iprogilvy.com)/  
[charis.yau@iprogilvy.com](mailto:charis.yau@iprogilvy.com)