

(For Immediate Release)



**Embry Holdings Limited
Sales Update for April to June of the Year 2012**

Sales Increased by 17% and Double-Digit Same Store Sales Growth

(30 July 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 April to June of the year 2012.

The overall sales growth of the Group for the period from April to June has reached 17% as compared to the same period of last year. The moderate sales growth is mainly attributable to the growth in China’s economy which has slowed down in the second quarter this year, which has affected slightly the overall sales of the Group. In addition, the Group took this opportunity to consolidate its retail network leading to a net decrease in the number of retail outlets. Nevertheless, the overall growth in demand from the Group’s customers maintained stable during the Period. Products of all five brands of the Group 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, the number of retail outlets decreased by 57, mainly reflecting the Group’s adjustments of its retail network in view of the changes in the consumption market, which led to the increase in the number of store closure in the first half of the year. As at the end of June, there were a total of 2,019 retail outlets, comprising 1,816 concessionary counters and 203 retail shops. The Group is closely monitoring the market situation and will review the full year target of store opening for 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 five brands, namely **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" from 2006 to 2011 in six consecutive years.

For further information, please contact:

iPR Ogilvy Ltd.

Zoe Yiu/ Juliana Li/ Charis Yau

Tel: (852) 3920 7678/ 2169 0467/ 2136 6183

Fax: (852) 3170 6606

Email: zoe.yiu@iprogilvy.com/ juliana.li@iprogilvy.com/ charis.yau@iprogilvy.com