

(For Immediate Release)



**Embry Holdings Limited
Sales Update for July to September of the Year 2012**

Sales Increased by 14% and Same Store Sales Growth Sustained

(31 October 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 July to September of the year 2012.

The overall sales growth of the Group for the period has reached 14% as compared to the same period of last year. During the period, products of all five brands of the Group enjoyed growth in sales. For the stores which had been in operation for more than a year, same store sales maintained growth year-on-year, albeit at a slower growth rate as compared to the last two quarters. This mainly reflects that the overall growth of the Group’s sales was slightly affected by the continual slow down of China’s economy. In response to the economic environment, the Group adopted a conservative business strategy and consolidated its retail network leading to a net decrease in the number of retail outlets.

During the above period, the number of retail outlets net decreased by 14 as compared to the end of December last year, mainly reflecting the adjustment of the Group’s retail network. As at the end of September 2012, there were a total of 2,062 retail outlets, comprising 1,863 concessionary counters and 199 retail shops. As the rising staff costs and rental expenses of concessionary counters continued to add pressure to the operating costs, it is expected that additional selling and distribution expenses will be incurred during the year.

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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.

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