

(For Immediate Release)



EMBRY FORM Awarded "The 2008 Best-selling Lingerie Products in the Industry in China"

***** ****

Thirteen Years in a Row to Demonstrate the Brand's Leading Position

(9 April 2009 – 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 2008 Best-selling Lingerie Products in the Industry in China**". It has been the 13th 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 the China Industrial Information Issuing Centre of the National Bureau of Statistics of China, **EMBRY FORM**, the signature brand of the Group, ranked the first in volume, sales and market share in 2008. This reflects not only the Group's extensive recognition across the nation, but also its competitiveness and strength in the lingerie industry.

In addition, the Group's young brand **FANDECIE** was also accredited the "**Top 10 Best Sellers in the Industry in China**" from 2006 to 2008 for three consecutive years by the China Industrial Information Issuing Centre.

-Con't-

Liza Cheng, CEO and Executive Director of the Embry Group said, "We are pleased to see our flagship brands **EMBRY FORM** and **FANDECIE** to be named as the "Best-selling Lingerie Products in China" and "Top 10 Best Sellers in the Industry in China" respectively. These accreditations are recognitions of the effort and attention that the Embry Group has put on developing and strengthening our brands, and our dedication in providing our valued customers with the best quality products. In addition to the two flagship brands, we are very glad to see our functional brand **COMFIT** also has received positive market responses since its launch in 2006. Always striving for excellence, our Group will continue to uphold its customer-oriented principle and to develop new products and create new designs so as to satisfy the needs of our different customers."

-End-

About Embry Holdings:

Embry is a leading lingerie brand owner and retailer in China, which has established an extensive retail network comprising over 1,500 outlets that cover major cities in the PRC, including Hong Kong and Macau. Embry operates three major brands, namely **EMBRY FORM**, **FANDECIE** and **COMFIT**, with each of them targeting at different customers. **EMBRY FORM**, the signature brand of the Group, was awarded "The 2008 Best-selling Lingerie Products in the Industry in China" by the China Industrial Information Issuing Centre. It has been the 13th consecutive year for **EMBRY FORM** to rank number one by 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 2008 in three consecutive years.

For further information, please contact:

iPR Ogilvy Ltd.

Evan Hung/ Juliana Li/ Charis Yau/ Natalie Tam

Tel: (852) 2136 6956/ 2169 0467/ 2136 6183/ 2136 6182

Fax: (852) 3170 6606

Email: evan.hung@iprogilvy.com/juliana.li@iprogilvy.com/
chairs.yau@iprogilvy.com/natalie.tam@iprogilvy.com