

To: Business Editor  
【For immediate release】

# ARTINI

雅天妮中國有限公司  
ARTINI CHINA CO. LTD.

## Artini Becomes the Licensed Enterprise of 2010 Guangzhou Asian Games

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### Further Enhance Brand Value

【16 Nov 2008, Hong Kong】 **Artini China Co. Ltd.**, (“Artini” or the “Group”, Stock Code: 789), a leading retail chain operator and manufacturer of fashion accessories in the PRC, was chosen to be the licensed manufacturer of 2010 Guangzhou Asian Games through its wholly-owned subsidiary. Mr. Eric Tse, Chairman of Artini attended the 2010 Guangzhou Asian Games Licensed Enterprises Authorizing Ceremony and Artini officially became one of the 27 licensed enterprises authorized by the Guangzhou Asian Games Organizing Committee. The first batch of the Asian Games licensed products will be open for sale gradually starting from 12 November, 2008, the date of 2-year countdown of the Asian Games opening. They will be sold in 500 – 800 franchised stores licensed by the Guangzhou Asian Games Organizing Committee.

Artini designed 18 products especially for the 2010 Guangzhou Asian Games. The mascot of the 2010 Guangzhou Asian Games, the sporty and trendy Five Goats are the main theme of the products, which fully reflect the presence of the Asian Games and Chinese characteristics. The unique elements of Artini, elegant, classic and fashionable style are also added to the designs. Product categories include crystal ornament, photo frame, card holder, key chain, mobile accessory and badges set, etc. Most of the products are made of lazurite and artificial crystal. The sales network will cover provinces and cities like Guangdong, Beijing, Shanghai, Zhejiang, etc.

On becoming the licensed enterprise of the Guangzhou Asian Games, Mr. Eric Tse, chairman of Artini said, “We are honored to be one of the licensed enterprises of the Guangzhou Asian Games. After obtaining the exclusive distribution right of NBA timepieces, it proved once again that the high quality of Artini’s products have gained recognition and compliment from the community, which will enhance Artini’s brand value. Looking forward, Artini will continue to enrich its product categories and adopt multi-brand strategy, further enhance brand awareness and customer loyalty, strengthen the Group’s leading position in the PRC fashion accessories market and provide the best possible returns to shareholders.”

#### **About Artini**

Artini China Co. Ltd. (“Artini” or the “Group”) is a leading retail chain operator and manufacturer of fashion accessories and gift and premium items, and was successfully listed on the Main Board of the Stock Exchange of Hong Kong Limited on 16 May, 2008. Starting business as an exporter and trading company of fashion accessories 16 years ago and then subsequently evolved as a concurrent design manufacturer (“CDM”), the Group has worked hand-in-hand with internationally acclaimed brands from design to delivery, and boasted extensive experience in the fashion accessories industry. Its first proprietary brand targeting the high-end consumer segment, “Artini”, was launched in Hong Kong in 2003 and entered into the PRC market in 2006. The Group unveiled its second brand, “Q’GGLE”, in 2006, offering a full array of products to the younger generation in China that looks for style and individuality. The Group currently operates a total of 180 retail point of sales in the PRC, Hong Kong and Macao.

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2010 Guangzhou Asian Games franchised products - The sailing of Five Goats (Small)



2010 Guangzhou Asian Games franchised products - Baseball, the exciting game (Photo frame)



2010 Guangzhou Asian Games franchised products - Tennis, the exciting game (card holder)

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