

To: Business Editor (For Immediate Release)



## Artini Announces Entering into a License Agreement with Disney Expanding Brand Composition Broadening Income Sources

(Hong Kong, 10 November 2009) –Artini China Co. Ltd. (“Artini” or the “Group”) (HKEX: 789) announces today its wholly-owned subsidiary, Artist Empire Jewellery Mfy. Limited entered into the license agreement with The Walt Disney Company (Asia Pacific) Limited (“Disney”) on 26 October 2009. Disney agreed to grant the Group a non-exclusive license and right to use certain material and trademarks of Disney characters owned by Disney Enterprise, Inc.. The agreement will be effective from 1 December 2009 for a period of two years.

Mr. Eric Tse, Chairman & CEO of Artini said, “Shanghai government just announced the construction of Disneyland in Shanghai on 5 November this year, which stimulates Disney fever amid the country, and greatly increases the demand for Disney products in Shanghai and all over the nation. Riding on our distinctive one-stop Concurrent Design Manufacturing (CDM) services, the Group has been providing design and manufacturing services for a licensee of the Disney Group for many years. We are delighted to enter into the license agreement with Disney, creating enormous business opportunities for the Group. Leveraging on the renowned international brand of Disney, plus the broad distribution channels in the PRC and familiarization with China market of Artini, we believe synergy will be attained. The cooperation will lead to win-win situation and boost sales of Disney products.”

### **About Artini China Co. Ltd. (HKEX: 789)**

The Group was established in 1992 and listed in Hong Kong on 16 May 2008. Two core businesses of the Group are (1) Retail Business and (2) Concurrent Design Manufacturing (CDM) Business. Brands under the Retail Business include Artini and Q’ggle, which are distributed in the PRC, Hong Kong and Macao through retail stores, concessions and authorised retail outlets. For the Concurrent Design Manufacturing (CDM) Business, a large scaled production complex with advanced equipment and facilities and with a gross floor area of approximately 40,000 sq. m. is located in the Guangdong Province, Over 10 million pieces of products are annually produced to renowned brands including Mark & Spencer, Playboy, Nine West, Givenchy and Anne Klein etc., for distribution worldwide including to the PRC and Europe etc.

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Issued by **PR ASIA Consultants Limited** on behalf of **Artini China Co. Ltd.**

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