

To: Business Editor (For Immediate Release)

ARTINI

Artini To Be the First Worldwide Soccer Accessories and Premiums Operator As a Global Licensee for Accessories and Premiums of Soccer Legend Pelé and Federazione Italiana Giuoco Calcio

(Hong Kong, 12 January 2010) –Artini China Co. Ltd. (“Artini” or the “Group”) (HKEX: 789) announces today that the Group entered into two licensing deal memoranda with two licensors respectively on 7 January 2010, and was granted the global non-exclusive license and rights to use certain materials and trademarks to design, produce, conduct worldwide wholesale and retail of products of soccer legend Pelé and Federazione Italiana Giuoco Calcio, making the Group’s first step in the soccer accessories market.

In pursuant of the licensing deal memoranda, products includes(1) fashion jewelries: earring, necklace, pendant, bracelet, brooch, anklet, tie clip and cufflink; (2) gifts and premiums: key-ring, photo frame, memory stick, decorative box, desktop display, watches, mobile accessory, display ornament and bathroom accessory; made of alloy, stainless steel, titanium, copper, silver and k-gold. If the agreements are further committed, both contracts will commence from 6 January, 2010. The contract for soccer legend Pelé will expire on 31 December 2015. The Group has the first rights of renewal for another five years upon expiry. And contract for Federazione Italiana Giuoco Calcio will expire on 31 December 2010 and with global non-exclusive license excluding Italy.

Mr. Eric Tse, Chairman & CEO of Artini said, “As 2010 South Africa World Cup is approaching, a global soccer mania is set to arise. The Group sees immense opportunities. With the licensing deal memoranda, the Group expects the global license for accessories and premiums of soccer legend Pelé and Federazione Italiana Giuoco Calcio to be granted. The cooperation represents an important milestone of the Group entering the soccer accessories market. It helps broaden our consumer coverage to expand market shares, and also illustrates confidence of global brands in the Group. Riding on the soccer mania of the year, the Group will continue to pursue more cooperation opportunities with international renowned soccer teams. Leveraging on reputation of those soccer teams, plus the Group’s high-quality design and production as well as extensive distribution networks, we strive to become the first and unique soccer accessories and premiums operator in the world, expediting the Group’s growth momentum for the coming year. ”

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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, Q’ggle, Q’ggle Lingerie, NBA, Barbie and Disney, 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, Disney, Nine West, Givenchy and Anne Klein etc., for distribution worldwide including to the PRC and Europe etc.

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

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