

To: Business Editor (For Immediate Release)

ARTINI

To Produce Gifts for 2010 Shanghai World Expo

Awarded Numerous Manufacturing Orders for Large-scaled International Event in China Strengthening its Position as a Leading Fashion Accessories Brand Operator in China

(Hong Kong, 18 April 2010) – Artini China Co. Ltd. (“Artini” or “the Group”) (HKEX: 0789) announces that it is one of the manufacturers of gifts for 2010 Shanghai World Expo (“World Expo”). The Group is responsible for product development, design and manufacturing of a variety kinds of gifts, including key chains, mobile accessories, photo frames, jewelry and display ornaments etc., with over 70 designs and of different themes, such as the China Pavilion and the mascot “Haibao”. These products are available for sale in 638 World Expo gifts franchised retail stores in the PRC, as well as online shops and overseas wholesaling, full of business opportunities.

Mr. Eric Tse, Chairman & CEO of Artini said, “The Group is extremely honored to take part in the grand occasion of Shanghai World Expo. Subsequent to national large-scaled events such as 2008 Beijing Olympic and 2010 Guangzhou Asian Games, the Group secured another order to manufacture World Expo franchise gifts, which affirms our superior capabilities in product development, design and manufacturing. Reasonable amount of turnover were recorded since the sale of World Expo gifts, and as the event launching counting down to 12 days, local and overseas market demand for World Expo gifts escalated, we anticipated considerable income will be brought by the whole event. We strives for continual products improvement and shall seize the opportunities bring forth by large-scaled international events holding in China in the future, supplying high quality products to maximize shareholders’ returns, as well as strengthening the Group’s position as leading fashion accessories brand operator in the PRC.”

Appendix:



Photo 1



Photo 2

Photo 1 and 2 are display ornament as well as key chain and mobile accessory with the mascot “Haibao” theme respectively.

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, Disney and Artist Empire, which are distributed in the PRC, Hong Kong and Macao through retail stores, concessions and authorised retail outlets. For the 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.

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

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