

To: Business Editor (For Immediate Release)

# ARTINI

## **Artini To Be the First Fashion Accessories Brand to Cooperate with the China Post Entering into a LOI for Promoting Artini's Products via China Post Network And a Consignment Agreement for Selling 2010 Asian Games Merchandise**

(Hong Kong, 7 July 2010) Artini China Co. Ltd ("Artini", together with its subsidiaries, the "Group") (HKEX: 789) announces that it has entered into a Letter of Intent (LOI) with the China Post Trade Development Co. Ltd. (CPTDC), a representative of Guangdong Post Advertising Co. Ltd. (a wholly-owned subsidiary of China Post Group Corporation ("China Post")). Artini will appoint the CPTDC as its exclusive agent, developing a series of postal related products for the China Post, and distributing in more than 60,000 post offices throughout the country and promoting Artini products via the China Post network. Artini is the first fashion accessories brand to cooperate with the China Post, jointly manufacturing postal related products. Upon the confirmation of an official agreement, Artini's products will be distributed in the post offices nationally. Meanwhile, the Group has signed a Consignment Agreement with the Guangdong Post Philately Corporation, subsidiary of China Post, to sell the 16<sup>th</sup> Asian Games ("Asian Games") merchandise in the Asian Games Franchise Shops ("Shops") nationally.

Mr. Eric Tse, Chairman of Artini said, "The Group is pleased to further penetrate the market leveraging on the China Post's extensive sales network. As a leading fashion accessories brand operator, Artini has been committed to increasing its brand awareness and market coverage by using diversified sales channels. By signing the LOI for the expansion of the promotion and distribution channels, and the Consignment Agreement for the Guangzhou Asian Games merchandise, the Group will be able to develop a series of postal related products and expand its mail order business. Through the China Post network, the Group's products will be delivered to end-users across the country. We expect this would enhance the brand awareness of Artini, stimulating the Group's sales and mail order business."

On 7 July 2010, Artini signed a LOI with the CPTDC. In the pursuant of the LOI, the CPTDC will be appointed as the exclusive agent of the Group for a period of 24 months commencing from 7 July 2010, and the scope of cooperation includes (1) Developing a series of postal related accessories; (2) Launching postal related products nationally; (3) Both Artini and CPTDC will develop sales policy and sharing the marketing costs. Upon the confirmation of an official agreement, CPTDC will purchase all the merchandise developed by the Group. The Group has also planned to develop a distribution channel for its products by the use of direct mail order across the country by using the China Post network, penetrating the China market.

On the same day, Artini signed a Consignment Agreement with the Guangdong Post Philately Corporation. Pursuant to the Consignment Agreement, Guangdong Post Philately Corporation will sell the Asian Games licensed products through its franchised shops which are authorized by the Guangzhou Asian Games Organizing Committee. The Group will also provide related marketing support and staff training to Guangdong Post Philately Corporation. It is intended that the first phase will start with opening 124 new Shops in Guangdong, and expand to other provinces successively.

### **Photo Caption:**



Photo1: The 2010 Asian Games will be held on 12 November 2010. Artini is one of the exclusive gifts and accessories manufacturers and developers for the Asian Games, designing and manufacturing over 80 kinds of Asian Games Theme accessories. The picture shows a sculpture decoration of the Dragon Boat.



Photo 2: The preparation for the 2010 Asian Games is in full swing! To increase the awareness of the community, the China Post is speeding up in opening Asian Games Franchise Shops, selling the Asian Games merchandise provided by Artini. The first phase will start with the 124 Shops in Guangdong, and expand to other provinces successively. The picture shows the Asian Games Franchise Shops.

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

The Group has accumulated over 18 years of experiences in fashion accessories industry. Its core businesses are (1) retail brand management, operation & development, (2) Concurrent Design Manufacturing (“CDM”). Under the Group’s brand portfolio, it had initially launched 2 proprietary brands, Artini and Q’ggle; and then brought in world famous licensing brands of NBA, Barbie and Disney. Q’ggle Lingerie has been launched recently for the young female and Artist Empire will tap into the gifts and premiums market. Our brands are distributed in the PRC, Hong Kong, and Macau through retail stores, concessions, authorized retail outlets and online platforms. By means of a well-established vertically integrated business model, the Group is selling merchandise while implementing the CDM model to develop, design, and manufacture products for the Group’s seven brands and world-renowned brands including Marks & Spencer, Playboy, Disney, Nine West, Givenchy and Anne Klein of over 10 million pieces annually, distributing to the PRC, Europe and America etc. The Group strives to be the leading fashion accessories brand operator in China.

- End -

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

For enquires, please contact:

Mr. Danny Cheng / Ms. Lorraine Lam

Tel: (852) 3183 0233 / (852) 3183 0230

Fax: (852) 2583 9138

Email: [danny.cheng@prasia.net](mailto:danny.cheng@prasia.net) / [lorraine.lam@prasia.net](mailto:lorraine.lam@prasia.net)