

To: Business Editor (For Immediate Release)



Artini Announces Entering into a LOI Introducing the European Trendy Accessories Distributor “IMAGO” to Mainland China

(Hong Kong, 18 October 2010) – Artini China Co. Ltd. (“Artini,” or the “Group”) (SEHK: 789) announced that Elili Int’l Company Limited, a wholly-owned subsidiary of the Group, has entered into a letter of intent (the “LOI”) with Cartorama Retail Limited (“Cartorama”), an indirect non-wholly owned joint venture of Gruppo Cartorama Srl, appointing the Group as its sole and exclusive distributor to import and distribute certain brand products, inter alia, casual bags, backpacks, stationeries, gifts and trendy items (the “Products”) in Mainland China (excluding Hong Kong, Macau, and Taiwan), and granting the Group a right to use “IMAGO” as a trade sign in connection with the distribution of the Products, for a period of 10 years commencing from the date of signing a formal distribution contract. The parties have to finalize a formal distribution contract within a prescribed time.

The Group expect to sell the Products via specialty retail shops to be opened by the Group or its appointed distributors with the trade sign “IMAGO” (the “Specialty Retail Shops”). A fee shall be payable to Cartorama for the Specialty Retail Shops opened. There is also a requirement in the LOI of monthly minimum purchase amounts for each of the Specialty Retail Shops.

Mr. Eric Tse, Chairman of Artini said, “The Group is pleased to be appointed by Cartorama as the sole and exclusive distributor to introduce the trendy accessories distributor IMAGO to Mainland China. IMAGO is a renowned distributor in Europe, distributing famous brands like Fiorucci, A.C. Milan, Juventus, Ferrari, and Lonsdale London, targeting younger generation. Through this cooperation, IMAGO will take its first step in Mainland China. The Group is confident its high-quality accessories will fascinate a large group of young trendsetters in China. At the same time, the Group’s corporate image is taken to a higher level, achieving a win-win situation. Both sides will soon implement the cooperation agreement.”

About Artini China Co. Ltd. (SEHK: 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.

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

For enquires, please contact:

Mr. Danny Cheng / Ms. Michelle Chua

Tel: (852) 3183 0233 / (852) 3183 0255

Fax: (852) 2583 9138

Email: danny.cheng@prasia.net / michelle.chua@prasia.net