

[For Immediate Release]



Lifestyle International Inaugurates Dalian Jiuguang

The first Japanese style department store and a new shopping landmark in Dalian

(25 May 2009 – Hong Kong) Lifestyle International Holdings Limited (“Lifestyle International” or the “Company”, together with its subsidiaries, collectively as the “Group”; stock code: 1212), is pleased to announce the official opening of Dalian Jiuguang Department Store (the “Dalian Jiuguang”), the first Japanese style department store in Dalian, Liaoning Province.

Mr. Dai Yu Lin, Vice Mayor of Dalian, Mr. Thomas Lau Luen-hung, Managing Director of Lifestyle International, and the senior management team of Lifestyle International officiated the opening ceremony. Over 200 guests from the municipal government and the retail sector and representatives of various commercial brands attended the ceremony held at Dalian Jiuguang Department Store today.

Dalian Jiuguang is the third department store of the Group in Mainland China and the only Japanese style department store in Dalian. The store is set to reinforce the Group’s brand equity and immediately widen the Group’s presence in the PRC.

Located at the business zone of Qingniwa (青泥洼), the most vibrant area in Dalian, Dalian Jiuguang is well connected by an efficient transport network that encompasses the Dalian Train Station nearby and the Light Railway system. More importantly, the store is linked to an exit of a metro station currently under development which will help to increase traffic flow of the store. Dalian is not only one of the many well-known Chinese coastal cities, but also an international shipping and logistics center. In 2008, GDP of Dalian reached RMB385.8 billion*, ranking at the sixteenth largest city contributor to the country.

The launch of Dalian Jiuguang, which came after the opening of Shanghai Jiuguang in September 2004 and Suzhou Jiuguang in January 2009, is part of the Group’s development strategy aimed at stretching its tentacles in the PRC.

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*Source: TJC.N.ORG(中國統計信)
<http://www.tjcn.org/china/sjph/9500.html>

With a gross floor area of approximately 35,000 sq. m., the 10-storey store is positioned as a trendsetting department store. It aims to appeal to young shoppers through a vast array of mid- to high-end quality merchandizing that bring the store on a par with the latest fashion trend in Hong Kong, Shanghai and Japan. The store is home to more than 130 finely chosen name brands, and it delivers Japanese sophistication and Japanese-style services to customers like no other department stores in the city. Shoppers are treated to a comprehensive range of lifestyle choices and services, from beauty care to hairstyling, from manicure to pedicure, and from fashion to dining. Seasonal sales and various marketing events will be launched from time to time. In sum, Dalian Jiuguang is a full expression of the one-stop shopping concept promoted by Lifestyle International and will provide every customer a unique and pleasant shopping experience.

Commenting on the new store, Mr. Thomas Lau, Managing Director of the Group, said, "The opening of Dalian Jiuguang once again underlines the success of Lifestyle International's unique business model. We believe Dalian Jiuguang will be yet another success story. Looking ahead, we will continue to offer our customers unique shopping experiences marked by top quality products and services. We will also strive to generate optimal returns for our shareholders. In addition, we will continue our efforts in maintaining our market leadership in Hong Kong while keeping an eye on lucrative business opportunities in mainland China, with a view to establishing Lifestyle International as a leading player in the PRC."

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About Lifestyle International

Lifestyle International Holdings Limited is a successful department store operator which owns and operates two SOGO department stores in Hong Kong, three Jiuguang department stores respectively in Shanghai, Suzhou and Dalian.

The Group has been working on a number of new stores to be launched in different PRC cities which will further strengthen the Group's market presence in the PRC.

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