

**[For Immediate Release]**



## **Lifestyle International's annual report won 4 awards in the 23<sup>rd</sup> International ARC Awards**

(5 October 2009 – Hong Kong) Lifestyle International Holdings Limited ("Lifestyle International" or the "Group", stock code: 1212), is pleased to announce that the Group's 2008 annual report won praises in the International ARC Awards 2009, known as the equivalent of the Oscars for annual reports. The Group was crowned 4 awards under the category "Retail – Convenience store and department store" in the competition. They include gold awards for both "Illustration" and "Cover photo/ design", a bronze award for "Overall annual report" and an honour award for "Printing and production".

The Group's 2008 annual report employs the technique of American Pop Art style, it is characterized with vibrant, bold lines and bright colours, making it stand out from ordinary annual report design while highlighting the fashionable and innovative qualities of the Group. The sharp colours also embody the Group's aim to operate high-quality department stores and to enliven its customers' lives and bring them glitz and glamour. It is consistent yet creative to make use of a trendy lady as a linking element throughout the cover and the dividing pages, coupled with illustrations to portray the different stores, the development pattern as well as the business network. Leveraging its innovative annual report design, the Group has won over 1,800 entries from 25 countries around the world.

Mr. Thomas Lau, Managing Director of Lifestyle International, said, "Since the listing of Lifestyle International, the Group has always put extra emphasis on the design, content and information disclosure of our annual report so that it not only conveys key messages to investors accurately, but also offers them a deeper understanding of the Group's constant pursuit of innovation in its operating vision. We are delighted to have received so many awards from the highly recognized International ARC Awards. Looking ahead, leveraging its underlying strength and solid industry position, Lifestyle International will be dedicated to upholding and living up to its objective of "based in Hong Kong and driving towards China" and best position itself for the future."

- End -

### **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, Dalian and Suzhou.

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.

For further information, please contact:

**iPR Ogilvy Ltd.**

Polly Leung/ Philip Lo / Canny Lo

Tel : 2136 8059/ 3170 6754 / 3170 6753

Fax : 3170 6606

E-mail: [polly.leung@iprogilvy.com](mailto:polly.leung@iprogilvy.com)/ [philip.lo@iprogilvy.com](mailto:philip.lo@iprogilvy.com)/ [canny.lo@iprogilvy.com](mailto:canny.lo@iprogilvy.com)

