

**[For Immediate Release]**



## **Lifestyle International Inaugurates Suzhou Jiuguang**

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### **The largest department store and a new shopping landmark in Suzhou Further solidifies the Group's foothold in the PRC**

(16 January 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 opening of Suzhou Jiuguang Department Store (the "Suzhou Jiuguang"), the largest department store in Suzhou. The Store is the second self-built store of the Group in Mainland China put into operation after Shanghai Jiuguang. This will further strengthen the Group's brand equity and significantly stretch its tentacles in mainland China.

Mr. Wang Rong, Standing Member of CPC Jiangsu Provincial Committee and Secretary of CPC Suzhou Municipal Committee, Mr. Lau Luen-hung, Thomas, Managing Director, together with the senior management team of Lifestyle International officiated at the opening ceremony. Over 2,500 guests from municipal government, retail sector and brand representatives attended the opening ceremony at Suzhou Jiuguang Department Store today.

With a gross floor area of approximately 171,000 sq.m., Suzhou Jiuguang is currently the largest department store in Suzhou and is positioned as a mid-to-high end one-stop shopping complex. Designed by HOK International (Asia/Pacific) Limited and Suzhou Industrial Park Design & Research Institute Co., Ltd, the six-storey Store is not only the state-of-the-art architecture, but also a hub for beauty, fashion, homeware, dining facilities and entertainment.

At present, the Store collects more than 500 brands. Many more fashionable brands are yet to be coming and other premium facilities such as amusement center and mega supermarkets have commenced operation on the same day. Moreover, Wa-San-Mai, a popular and sought-after Japanese restaurant in Hong Kong, will open its first store outlet in Suzhou Jiuguang. The Group believes that the Store can surely lead a new trend of shopping habits in Suzhou. It will fully satisfy the one-stop shopping and leisure demand of the customers and provide customers with an unprecedented shopping experience.

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Mr. Thomas Lau, Managing Director of the Group, said, "The opening of Suzhou Jiuguang once again underlines the success of Lifestyle International's unique business model. We believe that the Suzhou Jiuguang will achieve great success. Looking ahead, we will continue to provide our customers with an extraordinary shopping experience and our shareholders with optimal returns. We endeavour to maintain our market leadership in Hong Kong, while continuing to identify lucrative business opportunities in the PRC, facilitating our mission to become a leading player in the PRC retail market."

Suzhou Jiuguang is located in the heart of the Central Retail District of the Suzhou Industrial Park, which is one of eastern China's most significant economic projects and believed to become the new economic driver for the Yangtze Delta region in the 21<sup>st</sup> century. Suzhou Industrial Park is also featured with the largest glass roof in mainland China, which will become a new tourist attraction. The area has attracted foreign investment from 113 of the top 500 global companies. The economy of Suzhou grew rapidly in the past few years. In 2007, GDP of Suzhou reached RMB570 billion\*, ranking at the fifth largest contributor to the country. Total retail sales of consumer goods and disposable income per capita in Suzhou amounted to RMB124.6 billion\* and RMB21,260\*, posting year-on-year growth of 18%\* and 14.7%\* respectively.

In addition to Suzhou Jiuguang, the Group's 35,200 sq.m gross floor area Dalian Jiuguang Department Store started trail operation December 2008 and its official opening is scheduled in April 2009.

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*\*Source: Statistics Information of Suzhou*

*<http://www.sztjj.gov.cn/news/2008/4/28/tjj/11.htm>*

### **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.

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