

**[For Immediate Release]**



**Lifestyle International Approves Subdivision of Shares  
To Improve Market Circulation and Broaden Investor Base**

(Hong Kong, 25 September 2007) - Lifestyle International Holdings Limited (the "Company", together with its subsidiaries, collectively as the "Group"; stock code: 1212;) today approved a proposal to subdivide each of the existing issued and unissued share in the share capital of the Group from HK\$0.01 each into two subdivided shares of HK\$0.005 each at its Extraordinary General Meeting (EGM).

Commenting on the share split, Mr. Thomas Lau, Managing Director of the Group said, "The move is aimed at improving the market circulation of the Group's shares and allowing the Group to benefit from the exposure to a wider investor base."

Commenting on the latest developments of the Group, he said, "The Group's operations have benefited from the continuous growth of the Hong Kong economy, improved employment market and robust stock market as well as the strong economic growth in China. For the first half of 2007, the Group's sales proceeds reached HK\$3,066 million with an impressive 19% increase. Both SOGO Causeway Bay and SOGO TST recorded strong sales growth of 15%, outperforming once again the average sales growth in the market retail; while Jiuguang Shanghai achieved a sales growth of 46.3%."

"We remain optimistic about the Hong Kong retail market in the second half of 2007. As another growth driver of the Group, our China operation will continue to be a key source of revenue. We are confident that our upcoming new stores in Dalian, Tianjin, Suzhou and Shenyang are all expected to seize a considerable share in their respective markets and will further expedite our growth in China." Mr. Lau added.

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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 and the Jiuguang Department Store in Shanghai.

As the leading department stores in Hong Kong, SOGO CWB and SOGO TST account for 2.1% of the total retail sales in the territory. In view of the robust growth of the Chinese retail market, the Group introduced SOGO Hong Kong's successful business model to mainland China by establishing the Jiuguang Department Store in September 2004. The store has become a major retail shopping destination in Shanghai.

The Group announced the acquisition of two new sites for the development of fully-fledged retail complexes in Shengyang and Suzhou in December 2006. The projects are due to be completed by 2008 to 2010 respectively. In April 2007, the Group announced the acquisition of four department stores in Dalian, Tianjin, Harbin and, Qingdao to be revamped and launched in line with the Group's signature lifestyle store format in 2008. These new projects will provide a sound platform on top of the Group's solid foundation that embodies its impressive track record. They are set to replicate the Group's success in the promising retailing market of the PRC.

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