

[For Immediate Release]



Lifestyle International Recorded Active Turnover on its First Trading Day

Share Price Closed at HK\$8.3

(April 15, 2004 – Hong Kong) Lifestyle International Holdings Limited (“Lifestyle International” or the “Group”; stock code: 1212), the successful operator of the Sogo Store in Hong Kong, the largest department store in Hong Kong by floor area and the soon-to-be-open Jiu Guang Department Store in Shanghai, announced today its successful listing on the Main Board of The Stock Exchange of Hong Kong Limited.

On their first trading day, over 46.4 million shares changed hands, trading in the price range of HK\$8.30-HK\$8.50. The total transaction amount was approximately HK\$387 million. The Group’s share price closed at HK\$8.3, equal to the Offer Price of HK\$8.3 per new share.

Mr. Thomas Lau, Managing Director of Lifestyle International, said, “Amid volatility in the global stock market, in particular a drop of 536 points in the Hang Seng Index this week, we are pleased to witness strong confidence from investors on our first trading day. The active trading volume evinced both local and overseas investors’ confidence on the prospects of Lifestyle International as well as the future of retailing industry in Hong Kong and the PRC.”

“Our successful listing will further strengthen the unrivalled advantages of Lifestyle International and propel the growth of the Group by increasing market share amidst the booming retail industry. Capitalising on its unique operation model, in-depth market insight and solid financial position, Lifestyle International is committed to becoming the leading “lifestyle” store operator in the Greater China region, generating promising returns to the Group’s supportive shareholders and investors.”

End

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