

[For Immediate Release]



**Lifestyle International Holdings Limited
Announces the Soft Opening of New SOGO TST**

New store image set to further solidify the Group's presence in Hong Kong

(8 November 2014 – 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 soft opening of the SOGO Tsim Sha Tsui store (“SOGO TST”) in Hong Kong. The four-storey store is housed in the Sheraton hotel which sits at a prime location in the heart of Tsim Sha Tsui, offering a wealth of quality brands in a refreshed boutique-type format. The reopening of SOGO TST is set to further strengthen the brand equity of SOGO and solidify the presence of the Group’s retail operations in Hong Kong.

Situated on one of the most vibrant streets in Tsim Sha Tsui, the new store is a transportation hub easily accessible by subway and by foot. With a GFA of approximately 13,000 sq. m., the new SOGO TST is positioned as a boutique-type store, which sets it apart from a traditional full-range department store. The new SOGO TST focuses on a few select product categories at both a luxury and contemporary luxury level, including cosmetics and skincare, jewelry and watches, handbags, footwear and fashion ready-to-wear, and houses over 190 international brands. The reopening of SOGO TST underlines the Group’s commitment to its home turf in Hong Kong and the success of its unique business model.

Mr. Thomas Lau, Chief Executive Officer of Lifestyle International, commented, "We are delighted to unveil the new store image of SOGO TST, which has been designed in a more modern and trendy fashion with an aim to offer shoppers new excitement. Riding on SOGO’s unparalleled brand equity, we are confident that SOGO TST will continue to appeal to a vast number of local shoppers and tourists and play a pivotal role in promoting the Group’s business. As the highly popular bi-annual event “Thankful Week” and the holiday season draw near, we are looking forward to a strong start for the new store. Together with our existing SOGO flagship store in Causeway Bay, we will continue to provide unique shopping experiences with the best product mix and quality services, so as to solidify the Group’s dominant position in the department store industry.”

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Caption: Mr. Thomas Lau, Chief Executive Officer of Lifestyle International (Right, 6th) and Mr. Terry Poon, Chief Financial Officer (Right, 5th), and other senior management took a picture together after the lion dance performance that was held at the main entrance to celebrate the soft opening of the new SOGO TST.



Caption: The revamped store image of SOGO TST features an eye-catching façade at the juncture of Middle Road and Nathan Road, set to become a local landmark while strengthening the brand equity of SOGO.

About Lifestyle International

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

The Group is working to further strengthen the Group's market presence in the PRC.

For further information, please contact:

iPR Ogilvy & Mather

Heng Tam/ Janis Lai/ Charis Yau/ Natalie Tam

Tel : 3920 7656/ 3920 7646/ 2136 6183/ 2136 6182

Fax : 3170 6606

E-mail : lifestyle@iprogilvy.com