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**Maoye International Holdings Limited**

茂業國際控股有限公司

*(Incorporated in Cayman Islands with limited liability)*

(Stock Code: 848)

**THE ACQUISITION**

This announcement is made pursuant to Rule 13.09(1) of the Listing Rules.

The Company is pleased to announce that Maoye Shangsha, a wholly owned subsidiary of the Company, has successfully bid for a parcel of land (the “Target Land”) located in Huaian Supply and Marketing Cooperative (淮安市供銷社) in the prosperous and core commercial circle in Huaian, Jiangsu Province for a total consideration of RMB275,000,000 in a public asset sale auction from Huaian Municipal Bureau of Land and Resources (淮安市國土資源局) on 8 July 2010. The Target Land has an area of 14,090.6 square metres and the precise location of the Target Land is the Southwest corner of Huaihai Plaza, the prosperous prime site in Huaian City which is located at the South of Telecom Building in Huaihuai West Road and the West of Huaihuai South Road, with its surrounding highly commercialized. Its strategic location facilitates the operation of large department stores. Maoye Shangsha plans to construct a department store and apartment complex on the Target Land and will operate the department store in the complex under the “Maoye” brand.

Huaian City is an important transportation hub in Jiangsu and is also a regional transport hub as well as a central city in the northern region of the Yangtze River Delta and enjoys a unique geographical advantage. Huaian City is one of the core cities targeted by the Company for business expansion in the eastern region of the PRC. Huaihai Road is the key line in the core commercial circle of Huaian City and Huaihai Square is its centre.

The acquisition is another target project for another target city in the expansion of Jiangsu province by the Company after Wuxi city, Taizhou city and Changzhou city were developed successively. The Directors believe the acquisition will consolidate the influence of the Company and its business development in Jiangsu Province and will further enhance the Company's market position in the eastern region of the PRC, which is in line with the long-term strategy of the Company.

## Definition

“Company”	Maoye International Holdings Limited, a company with limited liability incorporated in Cayman Islands and its issued shares listed on the main board of the Stock Exchange
“Listing Rules”	Rules governing the listing of securities on the Hong Kong Stock Exchange
Maoye Shangsha	Shenzhen Maoye Shangsha Company Limited (深圳茂業商廈有限公司), a wholly-owned subsidiary of the Company incorporated in the PRC
“PRC”	The People's Republic of China
“RMB”	Renminbi, the lawful currency of the PRC

By Order of the Board  
**Maoye International Holdings Limited**  
**Mr. Huang Mao Ru**  
*Chairman*

Hong Kong, 8 July 2010

*As at the date of this announcement, the Board comprises four executive directors, namely, Mr. Huang Mao Ru, Mr. Zhong Pengyi, Ms. Wang Fuqin and Mr. Wang Guisheng and three independent non-executive directors, namely, Mr. Chow Chan Lum, Mr. Pao Ping Wing and Mr. Leung Hon Chuen.*