

For immediate release



**Economic Stimulus Measures Take Effect
South-western Region the Brightest Spot**

* * *

**Encouraging Sales at the Three Maoye Stores Reopened
on May Day Holiday**

(7 May 2009 — Hong Kong) Maoye International Holdings Limited (“Maoye” or the “Group”, HKSE stock code: 848), a leading department store chain in the affluent regions of southern and south-western China, is pleased to announce that the Group’s stores located in the south-western region achieved a same-store sales growth of 20% during the May Day holiday. Also, despite the lingering impact of the financial tsunami, Shenzhen district managed to achieve a single-digit growth. This demonstrates that the economic stimulus measures introduced by the Chinese government are starting to come into effect.

Furthermore, out of the five stores that the Group acquired in the previous year, Qinhuangdao Jindu Store, Taiyuan Liuxiang Store and Mianyang Xingda Store reopened on May Day holiday after conducting closed-door renovation and store adjustment work. These three stores had each achieved single-day sales of more than RMB1 million during the May Day holiday.

Maoye has always positioned itself as a promoter of stylish lifestyle. The adjustment in customer flow direction, overall store layout, brand upgrading and product mix enrichment of Qinhuangdao Jindu Store, Taiyuan Liuxiang Store and Mianyang Xingda Store gave customers an entirely new look and greatly enhanced the shopping experience. Leveraging on its supplier network and resources, Maoye carried out a well-rounded brand upgrading and adjustment for its three new stores, in which 40% of the brands in Mianyang Xingda Store were initially launched in Mianyang. Also, approximately 15% of the brands in Taiyuan Liuxiang Store and Qinhuangdao Jindu Store were the first time to enter Taiyuan and Qinhuangdao. The successful integration of these three new stores fully demonstrates Maoye’s abundant experience in market expansion and department store industry consolidation, as well as its unrivalled leading position in the retail and department store industry in the south-western region. It also proves that Maoye has become the number one department store brand in the newly-entered cities including Qinhuangdao and Taiyuan.

Management of the Group said that against the backdrop of a challenging operating environment, the Group’s Qinhuangdao Jindu Store, Taiyuan Liuxiang Store and Mianyang Xingda Store have received overwhelming response since its reopening. This once again proved that the Group has excellent execution capability, strong brand effect as well as innovative and flexible marketing strategies. It also demonstrates that Maoye’s business model and store adjustment strategy are effective. Leveraging on Maoye’s ample department store operating experience and trendy and diversified product mix, the Group will continue to provide its customers with an extraordinary shopping experience and its shareholders with optimal returns.

- End -



Mianyang Xingda Store



Qinhuangdao Jindu Store



Taiyuan Liuxiang Store

About Maoye International Holdings Limited

Maoye is a leading department store chain in the affluent regions of southern and south-western China, operating 19 stores across 10 cities including Shenzhen, Zhuhai, Chengdu, Chongqing, Taiyuan, Qinhuangdao and etc. The Group's revenue is generated predominantly from commissions on concessionaire sales. Maoye has positioned itself at the mid to high-end segment of the retail market in China and offers a stylish and diversified merchandize mix suitable for a wide range of customers to cater to their preferences.

For enquiries, please contact:

iPR Ogilvy Ltd.

Natalie Tam / Canny Lo / Rachel Poon / Maureen Lai

Tel : (852) 2136 6182/ 3170 6753/ 3170 6752/ 2169 0847

Fax: (852) 3170 6606

Email: natalie.tam@iprogilvy.com/ canny.lo@iprogilvy.com
rachel.poon@iprogilvy.com/ maureen.lai@iprogilvy.com

Maoye IR Department

Tel: 86-755-2598 1356

Email: ir848@maoye.cn