

**[For immediate release]**



## **Maoye Acquires Advertising Company to Provide a More Comprehensive and Value-adding Service to its Concessionaires**

(4 August 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, today announced that Zhongzhao Investment, a subsidiary of the Group, has entered into the Equity Transfer Agreement to acquire the entire equity interest in Maoye Advertisement at a consideration of RMB2.81 million. The unaudited net profit of Maoye Advertisement for the year of 2008 was approximately RMB3.17 million.

Maoye Advertisement is an advertising company which provides services such as business advertising, advertising agency, creative advertising, and advertising design and production. The Group owns a number of advertising spaces at its department stores and rent them to its concessionaires and lessees as part of the business of the Group. Maoye Advertisement has been providing advertising services to the concessionaires and lessees of Maoye’s department stores for advertising in the advertising spaces of the Group’s department stores. Through the acquisition of the business of Maoye Advertisement, the Group anticipates to be able to utilize the advertising resources of the Group more effectively, as well as to provide a more comprehensive and value-adding service to its concessionaires and lessees so as to enhance its business operations.

Management of the Group said that Maoye’s acquisition of the business of Maoye Advertisement complements the Group’s business strategy. The Group has always been looking into ways to better serve its concessionaires and lessees. The acquisition of Maoye Advertisement will enable the Group to provide a more comprehensive and value-adding service to its concessionaires, and hence enriching the Group’s product mix and further strengthening the Group’s competitive edge.

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### **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.

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