

[For immediate release]



Maoye International Holdings Limited Change of Senior Management

(23 September 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, announced that Mr. Zou Minggui has tendered his resignation as the general manager of the Group due to personal reason; Mr. Hou Yingyao and Ms. Wang Fuqin have been appointed as Vice President of Operation and Vice President of Administration of the Group, respectively. Mr. Hou will be responsible for the Group’s front-line operational business (i.e., procurement, operation and development), while Ms. Wang will be responsible for the Group’s back-end operational business (i.e., human resources, financial, information and administration).

Mr. Hou Yingyao, aged 62, has over 30 years of managing experience in planning and operating department store. Prior to joining the Group, Mr. Hou had served many senior management positions such as general manager in a number of department stores in China and Taiwan, including the general manager of Changchun Saide Department Centre, general manager of Taiwan Ju Shui Xian Shopping Centre, general manager of Changchun Zhouzhan Shide Department Store, and also the assistant to CEO of Taipei Pacific Construction Group. Mr. Hou holds a Master Degree in Business Administration from Taiwan National Chengchi University.

Ms. Wang Fuqin, aged 39, joined the Group in 1996. She is an Executive Director of the Group and has been appointed as a director of Chengshang, a controlled subsidiary of the Group. Ms. Wang has over 10 years of experience in the retail industry and had served as assistant general manager and deputy general manager of Maoye Shangsha, a wholly owned subsidiary of the Company. Ms. Wang was appointed as the director of Chengshang in June 2006 and was appointed as the chairman of Chengshang in February 2009.

The change in management has already been approved and has taken effect. The Group believes that both Mr. Hou and Ms. Wang will bring in sound industry experience in managing department store operation and lead the business of the Group to reach new heights. The Group will continue to make concerted effort to maintain steady growth of its operations, further uphold its leading position in existing regions, and replicate its successful business model of department stores in southwestern and southern china into the Group’s newly-entered area. In addition, the Group will further improve its operation management structure to strive for improvement in synergy effect and is committed to becoming China’s leading department store chain operator.

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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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