

**[For immediate release]**



## **Maoye International Holdings Limited**

### **Achieved Satisfactory Sales Performance in December**

(22 December 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 the Group achieved satisfactory sales performance with a mid-double digit same-store sales growth recorded during December 1 to 20.

Moreover, the Group has been offering a stylish and diversified merchandize mix suitable for a wide range of customers to cater to their preferences. This afternoon, a new merchandise promotional campaign was launched in Shenzhen Huaqiangbei Store and was well received by the market.



*Mr. Huang Mao Ru, Chairman and Chief Executive Officer of the Group (second from the right), attended today’s Embry Form promotional campaign in Shenzhen Huaqiangbei Store.*

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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 22 stores across 11 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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