

[For immediate release]



Maoye International Holdings Limited Grand Opening of Chengzhou Wujin Department Store

(10 January 2010 – 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 grand opening of Changzhou Wujin Store on January 9, 2010. This is the twenty-third department store of the Group. It is currently operating in three floors with operating area of approximately 35,000 sq.m. It is one of the largest department retail corporate in the region of Changzhou.



Mr. Huang Mao Ru, Chairman and Chief Executive Officer of the Group attended the opening ceremony of the Changzhou Wujin store.



The Changzhou Wujin Store

Management of the Company commented, "Changzhou Wujin Store is the forth stores located in the region of Eastern China. We are confident that the opening of new store could further consolidate the foundation of the Group's strategic development in the region. Leveraging on our proven track record in asset enhancement, extensive experience in operating department stores as well as stylish and diversified merchandize mix, we will further accelerate geographical expansion and establish Maoye as 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 23 stores across 12 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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