



## **Maoye International Holdings Limited Grand Opening of Chengdu Qingjiang Department Store**

(10 February 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 Qingjiang Store of People’s Department Store today. The new department store is located at No. 6 Daqing Road, Qingyang District, Chengdu. It operates as a community department store with supermarket, daily food, home furniture and electronic appliances. It is currently operating in two floors with operating area of approximately 5,000 sq.m. Qingjiang Store is the twenty-fourth department store of the Group, the ninth department store under the brand of “People’s Department Store” of the Chengshang Group and the sixth department store of the Group in Chengdu.



*The Qingjiang Store of People's Department Store*

Management of the Group commented, “The Group is confident in the potential of consumption power in Chengdu and will continue to strengthen Maoye’s business development in the region. We aim to increase the operating scale of core business and further consolidate its market share in Chengdu. Leveraging on Maoye’s proven track record in asset enhancement, extensive experience in operating department stores as well as stylish and diversified merchandize mix, the Group is going to accelerate the coverage in strategic regions in China and determined to become the leading department store chain corporate in China.”

### **About Maoye International Holdings Limited**

Maoye is a leading department store chain in the affluent regions of southern and south-western China, operating 24 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.

For enquiries, please contact:

### **iPR Ogilvy Ltd.**

Natalie Tam / Canny Lo / Rachel Poon / Nicole Ng

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

Mobile: (852) 9306 7346/ 9836 7249/ 9659 5098/ 9226 1767

Fax: 852) 3170 6606

Email: natalie.tam@iprogilvy.com/canny.lo@iprogilvy.com/  
rachel.poon@iprogilvy.com/ nicole.ng@iprogilvy.com