

**For Immediate Release**



**Maoye International Holdings Limited  
Achieves Sales Growth of 62.6% during 2011 Labour Day Holiday**

(3 May 2011 – Hong Kong) – Maoye International Holdings Limited (“Maoye” or the “Group”, HKSE stock code: 848), one of China’s leading department store chains, is pleased to announce during the Labour Day Golden Week (spanning a total of three days from 30 April to 2 May), total sales proceeds from concessionaries grew 62.6%, of which same store sales proceeds grew 28.8%.

The management of the Group commented, “The surge in total sales proceeds from concessionaires was mainly driven by the increase in the number of new stores which have been in operation for less than one year and their strong sales growth, while the same store sales growth can be attributed to the surge in sales volume of semi-new stores which have been in operation for 2 to 3 years, the Group’s continued efforts in driving innovative marketing campaigns and in fine-tuning brand mix, as well as the timely adjustment and optimization of its product mix.”

- End -

**About Maoye International Holdings Limited**

Maoye is a leading department store chain in China, operating 39 stores across 18 cities including Shenzhen, Zhuhai, Chengdu, Chongqing, Taiyuan and Qinhuangdao. The Company’s revenues are 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 merchandise mix suitable for a wide range of customers and preferences.

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