

(For Immediate Release)



EMBRY FORM Awarded "The 2009 Best-selling Lingerie Products in the Industry in China"

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Fourteen Years in a Row to Demonstrate the Brand's Leading Position

(1 April 2010 – Hong Kong) **Embry Holdings Limited** ("Embry Group" or the "Group"; Stock Code: 1388), the leading integrated lingerie brand-owner and retailer in China, is pleased to announce that **EMBRY FORM**, one of its renowned lingerie brands, was again accredited "**The 2009 Best-selling Lingerie Products in the Industry in China**". It has been the 14th consecutive year for **EMBRY FORM** to obtain this award in China and establish its market leadership since 1996.

According to the latest statistics provided by the China Industrial Information Issuing Centre of the National Bureau of Statistics of China, **EMBRY FORM**, the signature brand of the Group, ranked the first in volume, sales and market share in 2009. In addition, the Group's young brand, **FANDECIE**, was also accredited the "**Top 10 Best Sellers in the Industry in China**" from 2006 to 2009 for four consecutive years by the China Industrial Information Issuing Centre.

Liza Cheng, CEO and Executive Director of the Embry Group said, "We are pleased to see our flagship brands, **EMBRY FORM** and **FANDECIE**, to be named as the "*Best-selling Lingerie Products in the Industry in China*" and "*Top 10 Best Sellers in the Industry in China*" respectively. These accreditations are not only recognitions of the effort and attention that the Embry Group has put on developing and strengthening our brands, but also huge encouragement to our staff for their dedicated work to satisfy the market needs. We shall continue to create value by strengthening our product design and development capability and actively seeking to develop patented products to satisfy customer needs."

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About Embry Group:

Embry is a leading lingerie brand owner and retailer in China, which has established an extensive retail network comprising over 1,600 outlets that cover major cities in the PRC, including Hong Kong and Macau. Embry operates three major brands, namely **EMBRY FORM**, **FANDECIE** and **COMFIT**, with each of them targeting at different customers. **EMBRY FORM**, the signature brand of the Group, was awarded "The 2009 Best-selling Lingerie Products in the Industry in China" by the China Industrial Information Issuing Centre. It has been the 14th consecutive year for **EMBRY FORM** to rank number one by volume, sales and market share. In addition, **FANDECIE**, an energetic lingerie brand of the Group, was also officially named one of the "Top 10 Best Sellers in the Industry in China" from 2006 to 2009 in four consecutive years.

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