

Giordano named “Best Licensee” at the 4th Premier Asian Licensing Awards

July 4, 2007, Hong Kong

Giordano International Limited (“Giordano”) won the “Best Licensee” award for its Disney Collection products at the 4th Premier Asian Licensing Awards today. The award is jointly presented by the Hong Kong Trade Development Council and the International Licensing Industry Merchandiser’s Association (“LIMA”).

The Premier Asian Licensing Awards recognize outstanding achievements of licensing companies in the development, launch and promotion of licensed properties and trademarks in Asian markets. Nominees are evaluated not just on the basis of business targets achieved but also on the creativity, uniqueness and excellence of design as well as the quality, design and craftsmanship of the products. Initial screening is by online voting open to the public. The list of finalists will then be voted on by LIMA’s Award Evaluation Committee comprising of professionals from the international licensing industry.

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About Giordano International Limited:

Giordano International Limited is a leading international retailer of men’s, women’s and children’s apparel under the brand names Giordano, Giordano Concepts, Giordano Ladies, Giordano Junior, Bluestar Exchange and BSX. Established in 1981, Giordano International now operates over 1,800 stores and counters in Greater China, Japan, Korea, Southeast Asia, Australia, India and the Middle East.

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