

Giordano Ladies & Giordano Concepts **Launched in the Pavilion Plaza, Kuala Lumpur, Malaysia**

August 20th, 2007, Hong Kong

Today saw the launch of *Giordano Ladies* and *Giordano Concepts* in the new Pavilion Plaza in the prime commercial district of Bukit Bintang in Kuala Lumpur. With 1.4 million sq ft of floor space and 450 outlets, the newly opened Pavilion Plaza is one of Malaysia's biggest retail complexes. The *Giordano Ladies* and *Giordano Concepts* stores occupy a total of nearly 3,000 sq ft. Together with the newly opened *Giordano Junior* store, also in the Pavilion Plaza, Giordano now has 61 stores in Malaysia.

“We have built a strong following since *Giordano* was first launched in Malaysia in 1992, and the debut of *Giordano Ladies* and *Giordano Concepts* will further strengthen our market position by allowing us to tap into the growing higher-end apparel market,” remarked Dr. Lau Kwok Kuen, Peter, Chairman and Chief Executive of Giordano. Dr. Lau continued, “We will continue with the regional roll-out of *Giordano Ladies* and *Giordano Concepts* and are scheduled to open our first *Ladies* and *Concepts* stores in Jakarta, Indonesia, before the end of the year.”

- END -

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.

For further information, please contact:

William Yue

Telephone: +852.2746.4727

E-mail: williamyue@giordano.com.hk

Rosa Li

Telephone: +852.2746.3774

E-mail: rosali@giordanogroup.com



Photo caption:

The opening of the *Giordano Ladies*, *Giordano Concepts* and *Giordano Junior* stores in Pavilion Plaza in Kuala Lumpur in August 2007 brings the total number of Giordano outlets in Malaysia to 61.