

***Giordano* stores worldwide to switch to energy saving lights in bid to counter global warming**

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Giordano has long been committed to being a responsible corporate citizen and the environment is a key area of interest. Determined to do its share to counter global warming, the company began studying the feasibility of converting its shops to use energy saving lights in December 2007. After a five month trial, Giordano today announced that it will convert all its stores worldwide to using energy saving lights by July 2011.

“Giordano cares about the Earth that we live on, the same Earth that our children and grandchildren will one day inherit. Carbon dioxide emission is the biggest culprit for global warming and Giordano is determined to do its part in countering this threat. We began studying the feasibility of converting our shops to using energy saving lights, with Hong Kong as the testing ground. Through the end of May, we converted six stores to use energy saving lights. The results have been very encouraging, with the stores achieving electricity savings of up to 50% from the more efficient lighting with minimal impact on general store ambience,” remarked Dr. Lau Kwok Kuen, Peter, Chairman and Chief Executive of Giordano.

One of the pilot stores is the Giordano shop in Metroplaza in Kwai Fong which was refurbished in April. By switching to using energy saving lights, the company managed to achieve energy savings of over 40% even as the overall lighting level of the store was improved. Annual energy consumption was reduced from an estimated 25.1 million kWh pre-conversion to 13.5 million kWh after conversion. In the process carbon dioxide emission has been reduced by about 8,100 kg to an estimated 9,400 kg per year. The above only covers the direct savings from switching to energy saving lights. The new energy saving lights also generate significantly less heat which helps reduce air conditioning usage to produce further savings.

“Our experience has shown conclusively that we can switch to energy saving lights without compromising on the overall ambience of the store, a key consideration for retailers. Indeed, in cutting down our usage of halogen lamps, we have actually had customers complimenting us that the store feels cooler and less stuffy. The savings on our electricity bills is an added bonus, especially in light of the steady escalation in energy prices,” Dr. Lau said.

Dr. Lau continued, “In view of the undisputed environmental benefits and cost savings, we are pledging to convert all our stores worldwide to use energy saving lights by July 2011. We take our commitment to social responsibility very seriously and this latest initiative is another demonstration of Giordano’s belief in ‘doing well by doing good.’”

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Photo caption:

By switching to energy saving lights, Giordano achieved over 40% in energy savings and reduced CO₂ emission by an estimated 13,100 kg per year at its newly refurbished Kwai Fong Metroplaza store in Hong Kong.

About Giordano:

Giordano 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* and *BSX*. Established in 1981, Giordano now operates 1,900 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@giordanogroup.com

Rosa Li

Telephone: +852.2746.3774

E-mail: rosali@giordanogroup.com