

Giordano wins Dubai Service Excellence Award

June 30, 2008, Hong Kong

Giordano's reputation for top-notch customer service received another affirmation when it was awarded "Best Service Performance in Apparel Category" at the 2007 Dubai Service Excellence Performance awards for its Lamcy store. This marks the third consecutive year that Giordano has won the award. Giordano has long focused on delivering high quality service and building strong and enduring customer relationships and has won numerous awards for excellence in customer service in different countries.

"We are extremely delighted to have received recognition once more this year. Every year, we hope to exceed our previous year's performance because it is not only important to reach high standards of service but more important to maintain them," remarked Sajid Sayed, general manager of Giordano Fashions Middle East, who accepted the award on behalf of Giordano. "At Giordano we aim to go the extra mile to give our customers that additional value and to exceed their expectations," he added.

The Dubai Service Excellence Scheme was established by the Department of Economic Development to promote customer service excellence in Dubai's retail sector. The winners are selected on the basis of mystery shopper inputs and regular professional evaluation following strict criteria which retailers are required to adhere to.

- END -

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.

About Giordano Fashions Middle East:

Established in 1993, Giordano Fashions Middle East (Giordano Middle East) is a joint venture between Emirates Trading Agency of Dubai and Giordano International Limited. Giordano Middle East operates about 150 stores and counters in the Middle East and Central Asia.

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