

Giordano Recognized as Best Service Performance Brand in Dubai

May 27th, 2009, Hong Kong

Giordano was awarded Best Service Performance Brand by the Department of Economic Development (“DED”) in Dubai as part of the Dubai Service Excellence Scheme which was established by DED to promote customer service excellence in Dubai’s retail sector.

“Service has always been top priority for Giordano. We constantly strive to improve our service standards by reinventing ways to interact with customers, improving our store facilities and enhancing our merchandise mix. Our aim is to create a enjoyable and satisfying shopping experience for our customers since we believe a satisfied customer is Giordano’s best brand ambassador.” remarked Mr. Ishwar Chugani, Executive Director of Giordano Middle East.

“We will continue to branch out into new locations, making our stores more accessible to customers. We have opened stores in most of the new shopping malls across the UAE, including our flagship store of over 4,000 sq ft at The Dubai Mall.” Mr. Chugani added.

Giordano Middle East plans to further expand in Saudi Arabia with five new stores opening in 2009, one each in Makkah, Madinah and Al Khobar plus two in Jeddah.

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Photo caption:

His Excellency Sultan Bin Saeed Al Mansouri, UAE Minister of Economy (2nd from right) presented the award on behalf of Dubai Government to Mr. Ahmed Salahuddin, Director of Giordano Middle East (right). Other Giordano executives present at the ceremony included Mr. Sajid Sayed, General Manager of Giordano Middle East (left) and Mr. Ishwar Chugani, Executive Director of Giordano Middle East (2nd from left).

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 over 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 205 stores and counters in the Middle East and Central Asia.

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