

## **Giordano Receives Top Service Award**

**June 24<sup>th</sup>, 2009, Hong Kong**

Giordano again beat its industry peers to win the Top Service Award in the category of Chain Fashion Retailers presented by Next Magazine, one of the leading news weeklies in Hong Kong. This is the 17<sup>th</sup> time that Giordano has won the coveted award.

“Winning the award for the 17<sup>th</sup> time means a lot to us. It clearly shows that our persistent efforts in pursuing service excellence are being recognized and appreciated,” said Dr. Lau Kwok Kuen, Peter, Chairman and Chief Executive of Giordano. “The award reinforces our commitment to continue delivering quality products, outstanding service and exceptional value to our customers, no matter good times or bad,” Dr. Lau added.

The Top Service Award is an annual competition organized by the Next Magazine to acknowledge companies and organizations in different sectors for their achievements in service excellence. Winners are determined by public votes organized by the magazine, its website and Apple Daily, one of Hong Kong’s leading newspapers. Awards are presented based on the voting results.

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**Photo caption:**

This is Giordano's 17<sup>th</sup> time winning the Next Magazine Top Service Award in the category of Chain Store of Fashion & Accessories.

**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. Giordano is listed on the Hong Kong Stock Exchange under the code 709.

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