

Giordano Ladies & Giordano Concepts Opens New Beijing Store

January 5th 2008, Hong Kong

Today Giordano added to its growing *Giordano Ladies* and *Giordano Concepts* network in Mainland China with two new stores in the new Joy City Mall in Beijing. The 13-storey Joy City Mall, located in the Xidan commercial district, is Beijing's newest and shopping and entertainment destination.

Mr. Mah Chuck On, Bernard, Group Executive Director and Executive Chairman of Giordano's Mainland China operations, commented, "Mainland China is Giordano's key growth market. Right now Giordano has about 800 outlets in Mainland China, accounting for about 30% of our retail turnover. We plan to add at least 100 outlets in Mainland China in 2008, and our target is to grow Giordano's network to 1,000 outlets and for Mainland China to make up 50% of our business by 2010."

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Photo caption for photo 1 & 2:

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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*, *Bluestar Exchange* and *BSX*. Established in 1981, Giordano now operates 1,800 stores and counters in Greater China, Japan, Korea, Southeast Asia, Australia, India and the Middle East.

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