

***Giordano Concepts* expands network in Mainland China with new stores in Guangzhou**

July 31, 2008, Hong Kong

Giordano Concepts unveiled new stores in Teemall and China Plaza, two of the most popular shopping centers in Guangzhou, in July. Together with the seven stores that were opened in the second quarter of 2008 in Beijing, Shanghai, Tianjin and Chengdu, the two new Guangzhou stores bring the growing *Giordano Concepts* retail network in Mainland China to 13 outlets.

“*Giordano Concepts* has been well received by customers in China after its launch in 2007. We opened seven new stores in the second quarter of 2008 in Beijing, Shanghai, Tianjin and Chengdu. We are pleased with the performance of the new stores and we are confident that we will achieve or target of adding 15 *Giordano Concepts* outlets in China this year,” remarked Mr. Mah Chuk On, Bernard, Group Executive Director and Executive Chairman of Giordano’s operations in Mainland China.

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Photo caption for photo 1 & 2:

Newly launched Giordano Concepts stores in China Plaza (photo 1) and Teemall (photo 2) in Guangzhou.

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.

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