

Giordano Wins HKRMA 2008 Service and Courtesy Award at both Junior Frontline and Supervisor Levels

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The Hong Kong Retail Management Association (HKRMA) recognised Giordano for its top-notch customer service by conferring the company with the 2008 Service and Courtesy Award at both the Junior Frontline Level and the Supervisor Level. This is the 12th consecutive year that Giordano has won the award and the 3rd time it has done so at both the Junior Frontline and Supervisor levels.

“We are very honoured to again be chosen by the HKRMA to receive the Service and Courtesy Award. This is our 12th year to be recognised by the HKRMA and the 3rd time to win the award at both the Junior Frontline and Supervisor levels. This achievement serves both to validate and reaffirm our commitment to provide our customers with the best service possible,” remarked Dr. Lau Kwok Kuen, Peter, Chairman and Chief Executive of Giordano. “I am very proud of our colleagues, especially those at the frontline, whose daily contributions make possible Giordano’s success. We will continue to devote our resources to upgrade our service standards and maintain Giordano’s leadership position in the market,” continued Dr. Lau.

Since its inauguration in 1986, the HKRMA Service and Courtesy Award has become an important annual event for retailers and has successfully helped to promote awareness of service within Hong Kong’s retail industry.

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Photo caption for photo 1 & 2 :

This is the 3rd time that Giordano has won the HKRMA Service and Courtesy Award by HKRMA at both the Junior Frontline and Supervisor levels.

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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