

Giordano Supports the 2008 Beijing Olympic Games With the Launch of the Limited Edition “China Wins” T-shirts

April 30th, 2008, Hong Kong

As a demonstration of its wholehearted support of the 2008 Beijing Olympic Games, Giordano designed and produced a limited edition “China Wins” T-shirt to celebrate the Olympic Torch Relay in Hong Kong.

The T-shirt sports a specially designed logo featuring a torch representing the Olympic spirit and the message “China Heart • Love China • China Wins” on a red background symbolizing China. Giordano aims to encourage the people of Hong Kong to actively participate in the Hong Kong leg of the Olympic Torch Relay and show their wholehearted support of the 2008 Beijing Olympic Games.

The limited edition “China Wins” T-shirt may be redeemed for free on presentation of an original copy of the advertisement published in the *Headline Daily* on April 25th, 2008 at twelve selected *Giordano* and *Giordano Concepts* stores beginning at 2:00pm on May 1st, 2008. The redemption will be on a first come first serve basis while stocks last.

The limited edition “China Wins” T-shirt may be redeemed at the stores listed below:

Giordano Concepts

- G/F, Capitol Centre, Jardine's Crescent, Causeway Bay, Hong Kong
- G/F., Manson House, 74-78 Nathan Road, Tsimshatsui, Kowloon

Giordano

- G/F., Yu To Sang Building, 37 Queen's Road Central, Central, Hong Kong
- G/F & B/F., Fourseas Building, 208-212 Nathan Road, Kowloon
- No.1 Great George, Causeway Bay, Hong Kong
- Shop Unit 164, Maritime Square, 33 Tsing King Road, Tsing Yi, New Territories
- Shops 10-12, Sim City, Chung Kiu Commercial Building, Sai Yeung Choi Street South, Mongkok,
- Shop 215-216, Level 2, Metropolis Plaza, Sheung Shui, New Territories
- Shop Units G91-92, G/F., Telford Plaza I, Kowloon Bay, Kowloon
- Shop 1063, 1065-1067, 1/F., Phase 1, Tuen Mun Town Plaza, Tuen Mun, New Territories
- Shop A & G, G/F., Fu Yan Building, 87-99 Fu Yan Street, Kwun Tong, Kowloon

- Shop G1-G2, G/F., Yuen Long Landmark, 123 Castle Peak Road., Yuen Long, New Territories

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Photo caption:

The Giordano “China Wins” T-shirt featuring a torch symbolizing the Olympic spirit and the message “China Heart • Love China • China Wins”.

About Giordano International Limited

Giordano International Limited 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 International Limited now operates over 1,800 stores and counters in Greater China, Japan, Korea, Southeast Asia, Australia, India and the Middle East.

Media enquiries, please contact:

William Yue

Telephone: +852.2746.4727

E-mail: williamyue@giordanogroup.com

Rosa Li

Telephone: +852.2746.3774

E-mail: rosali@giordanogroup.com