

## ***Giordano “China Wins” T-shirts Redemption a Success***

**May 1<sup>st</sup>, 2008, Hong Kong**

The limited edition Giordano “China Wins” T-shirts celebrating the Olympic Torch Relay in Hong Kong were virtually all redeemed within two hours after their launch at twelve selected Giordano and Giordano Concept stores today.

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 2008 Beijing Olympic Games is an event that every Chinese around the world is extremely proud of and it is truly an exceptional honor for Hong Kong to be chosen as the first stop of the Olympic Torch Relay in China. We at Giordano wanted to find a way to share the pride and joy with the people of Hong Kong and decided that the simplest and most straight forward way to do so is to produce a T-shirt for the people of Hong Kong to wear and show their support,” noted Dr Peter LAU Kwok Kuen, Chairman and Chief Executive of Giordano. “We are extremely gratified by the overwhelming positive response the event has generated. People began to line up outside our stores as early as 11 am this morning, three hours before the launch of the T-shirts. By 1:30 pm we had as many as nearly one thousand people queuing outside our Causeway Bay, and Mongkok stores, and practically all 15,000 of the “China Wins” T-shirts have been redeemed within two hours of their launch at 2 pm.” Dr. Lau continued. “I would like to thank everyone at Giordano for organizing this event and most importantly the people of Hong Kong making it such a success. I look forward to seeing everyone in their “China Wins” T-shirt welcoming the Olympic Torch at the relay tomorrow,” Dr. Lau concluded.

In addition to the T-shirts that were given away today, Giordano has also donated 500 “China Wins” T-shirts to the Hong Kong Guangdong Youth Exchange Promotion Association for the 500 students from Hong Kong and Guangdong who will welcome the Olympic Torch tomorrow at Tsimshatsui. As a further show of support, Giordano staff will also be on hand to cheer the Olympic Torch Relay as it passes in front of the Giordano Concepts flagship store at Manson House on Nathan Road in Tsimshatsui tomorrow morning.

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**Photo caption:**

The limited edition Giordano “China Wins” T-shirts were fully redeemed within two hours after their launch at twelve selected stores.

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

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