

Giordano staff and company support May 12th Sichuan earthquake relief

May 15th, 2008, Hong Kong

Acting on our belief in a “World Without Strangers”, the Giordano Group has made an immediate first donation of RMB100,000 to the Red Cross Society of China yesterday to aid the earthquake victims in Sichuan. The Group has also pledged to donate 5% of the retail sales proceeds from May 16th to May 18th. All 86 *Giordano*, *Giordano Ladies*, *Giordano Concepts*, *Giordano Junior* and *BSX* locations in Hong Kong and Macau will participate in the weekend charity sales drive. In a further show of support, management and staff in Hong Kong and Macau have pledged to match dollar for dollar the sum raised by the charity sales drive. All monies raised will be donated to the Red Cross Society of China.

“While others speak of a company vision or mission, Giordano is the only company I know that has a corporate dream of a ‘World Without Strangers’. We know our action this weekend will only bring a small measure of relief to the earthquake victims in Sichuan, nevertheless we want to involve not just Giordano but the people of Hong Kong and Macau to send a message of hope and sharing to the people in the quake zone, and take us a small step closer to making our world truly a ‘World Without Strangers’,” remarked Dr. Lau Kwok Kuen, Peter, Chairman and Chief Executive of Giordano International Limited.

“I am especially proud to note how our people have again risen to the occasion, with our Hong Kong and Macau staff pledging to match, dollar for dollar, any sum that we are able to raise from the charity sales drive tomorrow, Saturday and Sunday. Like the initial RMB100,000 donation that the Group made yesterday, the money we raise will be donated via the Guangzhou branch of the Red Cross Society of China.” Dr. Lau continued.

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Photo caption 1:

Giordano Group has made a donation of RMB100,000 to the Red Cross Society of China to aid the earthquake victims in Sichuan.

**四川地震
災區緊急求援**
一毫不可少 一秒不可遲

奉行「沒有陌生人的世界」信念，佐丹奴集團旗下五個品牌於港澳地區共八十六間分店，將撥捐本週五、六、日三天營業額的百分之五予國內紅十字會，救助災民。同時，佐丹奴管理層及全體員工亦會捐出等同以上所籌得數額的金額，繼續響應賑災。

SICHUAN EARTHQUAKE VICTIMS IN NEED
The more we do, the quicker the relief

Acting on our belief in a "World Without Strangers", the Giordano Group will donate 5% of its retail sales proceeds this Friday, Saturday and Sunday to aid the earthquake victims in Sichuan via the Red Cross Society of China Guangzhou branch. All 86 stores of our five brands in Hong Kong and Macau will participate.

At the same time, management and staff in Hong Kong have pledged to match dollar for dollar the sum raised by this charity sales drive.

GIORDANO concepts JUNIOR BSX

Photo caption 2:

All 86 *Giordano*, *Giordano Ladies*, *Giordano Concepts*, *Giordano Junior* and *BSX* stores in Hong Kong and Macau will donate 5% of the retail sales proceeds from May 16th to May 18th to help earthquake victims in Sichuan.

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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