

## Giordano Unveils New Store in Hong Kong

**February 26<sup>th</sup>, 2009, Hong Kong**

This latest addition to Giordano's Hong Kong network is located on Nathan Road in Jordan. The 3,200 sq ft store carries a complete range of men's, women's and children's apparel and accessories with a special emphasis on souvenir T-shirts and other products selected to appeal to tourists who frequent the area.

“Although our business has been hurt in the last few months by the global financial tsunami, Giordano's prospects remains positive. With our unparalleled reputation for quality, value and service, we expect consumers to increasingly turn to us in these difficult times.” remarked Dr. Lau, Kwok Kuen, Peter, Chairman and Chief Executive of Giordano International Limited. “Meanwhile, the downturn has caused competition for retail space to ease and rentals to begin reverting to more reasonable levels, allowing us to open in better locations. The new Giordano store in Jordan is a case in point. Not only does the store occupy a much more visible location with better traffic, it also provides our customers with a more spacious and comfortable shopping environment than our Jordan existing store. So far the store has performed to our expectations and we will continue to explore similar opportunities in Hong Kong and elsewhere, so as to position Giordano for strong growth when the economy recovers.” Dr. Lau continued.

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### **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. Giordano is listed on the Hong Kong Stock Exchange under the code 709.

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**Photo caption for photo 1, 2& 3:**

Giordano recently opened a new store in Hong Kong located on one of the busiest shopping streets, Nathan road in Jordan.