

LILANZ 利郎

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(26 October 2010 Hong Kong)

with its subsidiaries

1234), one of the leading menswear companies in China, is pleased to announce that , the Group's main brand, was accredited Selling

in the awards ceremony of 2009-2010

(The 2009-2010 Best Selling Brand in China Market Research)

held in the silk capital Shengze.

This event was initiated jointly by the China Textile News, the China Commerce Association for General Merchandise, the China National Commercial Information Centre and the Commerce Statistical Society of China. It was ranked according to the recommended survey done by 100 shopping centres and 50 well-known retail industry partners and based on the statistic contributed by China National Commercial Information Centre in 2009 on the sales performance of the fashion brands sold in the key nationwide shopping malls. The survey took half a year to complete and the top 10 brands in different catalogues, including menswear, females wear, casual wear, down fashion, kids wear and pants, were awarded.

Mr. Wang Dong Xing, Chairman and Executive Director of China Lilang said We are very honoured to see the Group being awarded. This reflects not only the nationwide recognition on building and promoting the brand, but also its competitiveness and strength in the menswear industry. The Group will continue to implement its long-term plan in line with its strategies and focus on the menswear industry in China. We shall also continue to expand our sales network, raise the brand image and optimise product design and innovation, so as to strengthen our competitiveness in the market with an aim to further enlarge our market share in the China menswear industry.

End



“LILANZ”

“The Top 10 Best Selling Menswear Brand in China”

China Lilang is one of the leading PRC menswear companies. As an integrated fashion enterprise, the Group designs, sources, manufactures and sells high-quality business and casual apparel for men. Its products are sold across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC.

The Group offers its customers products menswear products are designed for business and casual purposes. Its products include suits, jackets, shirts, trousers, sweaters and accessories and are broadly divided into business formal, business casual, fashion casual and sports. As at 30 June, 2010, the products were sold to end customers through 2,674 retail outlets operated or subcontracted by 59 distributors nationwide.