



FOR IMMEDIATE RELEASE

To: BUSINESS EDITOR

HEMBLY OPENS THE FIRST MOSCHINO STORE IN SHENZHEN CAPTURES SOUTHERN CHINA MARKET

(5 May 2008, Hong Kong) – **Hembly International Holdings Limited** and its subsidiaries (“Hembly”, the “Company” or the “Group”; SEHK Code: 3989) opened the first Moschino store in Shenzhen under the management of Hembly on 1st of May, 2008. This is the fourth store in the China market.



The opening of this trendy and stylish Moschino store was able to capture the prime opportunity of Labour Day holiday in China. Located at Kingglory Plaza, Renmin Road South, Luohu District, Shenzhen, this Moschino store is approximately 133 square meters with collections including Uomo couture, Jeans Donna, Jeans Uomo, and ready-to-wear accessories. Jeans wear, as the most popular day-to-day casual wear item, is the highlight of the store.

The increasing disposable income of Chinese in Southern China indicates strong potential of affordable luxury sector in the area where consumers are looking for quality products with affordable price. Together with the successful operation of Moschino flagship stores in Beijing and Shanghai, the Group continues to tap into the market by opened another store in the gateway of Southern China – Shenzhen.



Mr. Ngok Yan Yu, Chairman of Hembly, said, “We are excited with the opening of the first Moschino store in Southern China in the first day of the Golden Week, it enables a strong and effective promotion of Moschino brand in the district.

“It is also the fourth store out of five that we have planned to open in the first half of 2008. We will certainly keep the pace of expansion; our target is to have 11 stores in total by the end of this year.” Mr. Ngok concluded.

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ABOUT HEMBLY INTERNATIONAL HOLDINGS LIMITED (SEHK STOCK CODE: 3989)

Established in year 2000 and listed on Hong Kong Stock Exchange in 2006, Hembly International Holdings Limited (“Hembly”) is a leader in the provision of apparel supply chain services. Our capability of supply chain solutions is highly recognized by multinational renowned clients, including United Colors of Benetton, Sisley, Morgan, Moschino, See by Chloé, R.E.D. Valentino, DKNY Jeans, Diesel, Quiksilver, Lafuma, Lotto, Salewa and Sergio Tacchini.

To capture the business opportunity brought by the booming consumer market in China, Hembly has extended its capabilities to encompass the broader spectrum of services, including distribution and retailing of apparel and footwear in China. The Group has established joint-ventures with Stonefly, Lotto and Sisley to offer affordable luxury and sportswear in tier-1 and tier-2 cities in China. In addition, Hembly is also the exclusive distributor for various Moschino product lines within the PRC.

Headquartered in Hong Kong, Hembly has strong European sales and marketing arms in Italy, France, Sweden and Germany and operation arms in China, including Nanjing, Shenzhen, Shanghai and Beijing, and Macao.

For more information on Hembly, please visit its website at www.hembly.com

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