



FOR IMMEDIATE RELEASE  
To: BUSINESS EDITOR

**HEMBLY RECEIVED  
“THE MOST INNOVATIVE DISTRIBUTOR AND RETAILER 2008 AWARD”  
FROM FORBES CHINA**

(17 January 2008, Hong Kong) – **Hembly International Holdings Limited** (“Hembly” or the “Company”; SEHK Code: 3989) today is pleased to announce that it has received “The Most Innovative Distributor And Retailer 2008 Award” from Forbes China. This award further symbolizes Hembly’s innovative multi-brand management model and is a sign of recognition to the Company’s leading position in the affordable luxury sector in the PRC market.

Forbes China, one of the most prominent financial magazines in China, awarded Hembly for its achievements in integrating supply chain management and distribution and retailing for renowned fashion brands, including Lotto, Stonefly, Sisley and Moschino. Through its extensive retailing experience and effective marketing strategies, the Company successfully introduced the brands to the PRC market and achieved significant increase in terms of turnover within 3 years.

**Mr. Ngok Yan Yu**, Chairman of Hembly said, “Hembly is honoured to receive “The Most Innovative Distributor and Retailer 2008 Award” from Forbes China. This award recognizes our efforts in marketing our products, in the PRC market and is a great encouragement to us. We will continue with our dedication to satisfying customers by providing quality services and products that exceed their expectations.”

- End -

**ABOUT HEMBLY INTERNATIONAL HOLDINGS LIMITED (SEHK: 3989)**

Founded in 2000, Hembly International Holdings Limited specializes in the provision of apparel supply chain services, as well as distribution and retailing of apparel and footwear in China for international brands. Headquartered in Hong Kong, Hembly has established strong European sales and marketing foothold in Italy, France, Sweden and Germany and has operation arms in China, including Beijing, Shanghai, Shenzhen, Nanjing, Yangzhou and Macau.

For more information on Hembly, please visit its website at [www.hembly.com](http://www.hembly.com)

---

*Issued by Financial Dynamics for and on behalf of **Hembly International Holdings Limited**. For further information, please contact:*

Ms Carrie Wong / Ms Phyllis Cheung

Financial Dynamics

Tel: (852) 3716 9816 / (852) 3716 9822      Fax: (852) 3716 9888

E-mail: [carrie.wong@fd.com](mailto:carrie.wong@fd.com) / [phyllis.cheung@fd.com](mailto:phyllis.cheung@fd.com)