



DICKSON CONCEPTS (INTERNATIONAL) LIMITED
迪生創建(國際)有限公司
(incorporated in Bermuda with limited liability)

PRESS RELEASE

1. HONG KONG SEIBU TO OPEN AT KOWLOON HOTEL, TSIMSHATSUI

- * Dickson Concepts is pleased to announce that an agreement has been signed to open a new Hong Kong Seibu store at Kowloon Hotel, Tsimshatsui.

- * Adjacent to The Peninsula Hotel and situated in the world-renowned shopping area of Nathan Road, Kowloon Hotel is located at the heart of the bustling tourist and commercial district of Tsimshatsui.

- * With an area of over 52,000 s.f., this Hong Kong Seibu store will occupy almost all of the four floors of the existing shopping arcade of the Hotel. Scheduled to open in December 2006 with an initial investment of about HK\$80 million, it is intended that this major new Hong Kong Seibu Store will offer a comprehensive range of apparel, accessories, cosmetics and lifestyle merchandise designed to appeal to both local consumers and tourists. Moreover, Hong Kong Seibu has been granted an option to take up an additional space of at least 17,000 s.f. once that space becomes available in 2009.



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- * Given its prime location and Hong Kong Seibu's proven expertise and success, the Group is confident that this new store will contribute to the Group's turnover and profits within its first year of operations and become another important provider of future earnings growth for the Group.

2. UPDATE ON TWO NEW SEIBU STORES IN CHINA

- * The third Seibu store in China located adjacent to the 5-star Holiday Inn Crowne Plaza Hotel in the heart of Chengdu's business and commercial centre will soft open next month.
- * Once officially open, this store of over 100,000 s.f. is destined to become the undisputed leading upmarket retail store in Chengdu housing leading international fashion brands such as Louis Vuitton, Dior, Loewe, Tod's, Missoni and Tommy Hilfiger, and leading international watch brands such as Rolex, Piaget, Jaeger-LeCoultre and Girard-Perregaux through Dickson Watch & Jewellery, and Chopard.
- * Chengdu Seibu is expected to breakeven in its first year of operations and to contribute profits from the second year.



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* Planning and preparations for the opening of the fourth Seibu store in Shenyang, Liaoning Province, are in progress with the store on target to open at the end of 2006. This store of over 145,000 s.f. will further reinforce Seibu's leading position in China.

3. **GROUP'S RETAIL NETWORK, NET CASH POSITION AND LONG-TERM GROWTH**

* With 75 shops already opened and one more to be opened by the end of the current financial year, the Group's retail network has already expanded to over 400 shops. These shops are located throughout Hong Kong, China, Taiwan, Singapore, Malaysia and the Philippines and provide the Group with the most comprehensive retail network in the region.

* With a net cash position in excess of HK\$400 million, the Group is perfectly positioned to take advantage of any investment opportunities of significant value, and remains confident of achieving good long-term growth.

Hong Kong, 20th March, 2006.