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

**(Stock Code: 0113)**

## **ANNOUNCEMENT PURSUANT TO RULE 13.09(1) OF THE LISTING RULES**

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board announces that PRL Corp. has extended its License to the Company for the sale, manufacture and import of certain Licensed Products under the “Polo” and “Ralph Lauren” trademarks and trade names from its expiration date of 13th February, 2009 until 31st December, 2009.

Therefore, with effect from 1st January, 2010, the Group will cease to be the authorised dealer of the Licensed Products in the Territory. PRL Corp. will pay US\$18.2 million to the Company upon the expiration of the License (as extended).

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (“the Board”) of Dickson Concepts (International) Limited (“the Company”) announces that on 13th February, 2009, Polo Ralph Lauren Corporation (“PRL Corp.”) has extended its license (“the License”) to the Company (together with its subsidiaries, “the Group”) for the sale, manufacture and import of certain licensed products under the “Polo” and “Ralph Lauren” trademarks and trade names (“the Licensed Products”) in Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, Taiwan, Thailand and the People’s Republic of China (“the Territory”) from its expiration date of 13th February, 2009 until 31st December, 2009.

Therefore, with effect from 1st January, 2010, the Group will cease to be the authorised dealer of the Licensed Products in the Territory. PRL Corp. will pay US\$18.2 million to the Company upon the expiration of the License (as extended).

Notwithstanding the expiration of the License on 31st December, 2009, the Group will continue the further development of its other luxury brandname businesses such as Brooks Brothers and Tommy Hilfiger and its Seibu and Harvey Nichols department store operations. Moreover, the Group will continue to seek new brands to add to its portfolio, thereby creating additional revenue and profit streams to further enhance shareholder value.

As at the date of this announcement, the Board comprises :-

***Executive Directors:***

Dickson Poon (*Group Executive Chairman*)

Raymond Lee (*Deputy Chairman and  
Chief Executive Officer*)

Chan Tsang Wing, Nelson

Edwin Ing

Lau Yu Hee, Gary

Ng Chan Lam

***Independent Non-Executive Directors:***

Bhanusak Asvaintra

Nicholas Peter Etches

Christopher Patrick Langley, OBE

By Order of the Board

**Or Suk Ying, Stella**

*Company Secretary*

Hong Kong, 13th February, 2009

*\* For identification purposes only*