



DICKSON CONCEPTS (INTERNATIONAL) LIMITED

迪生創建(國際)有限公司
(incorporated in Bermuda with limited liability)

DICKSON CONCEPTS ENTERS INTO EXCLUSIVE FRANCHISE AGREEMENT TO OPEN AMERICAN EAGLE OUTFITTERS STORES IN HONG KONG AND CHINA

- * Dickson Concepts has entered into an exclusive franchise agreement with American Eagle Outfitters, Inc. to open a series of stores in Hong Kong and China over the next several years. The first three are planned for early 2011 in Hong Kong, Beijing and Shanghai.
- * The American Eagle stores in Hong Kong and China will offer the complete AE seasonal assortments, as well as intimates and dormwear from aerie by American Eagle. American Eagle Outfitters will provide merchandising and marketing input, while Dickson Concepts will handle all operational functions.
- * Mr. Dickson Poon, Group Executive Chairman of Dickson Concepts (International) Limited, commented “I am excited that Dickson Concepts has entered into this exclusive franchise agreement with American Eagle Outfitters. There is a burgeoning demand for trendy young fashion in Asia, and I am very confident that American Eagle will achieve the same level of phenomenal success in Asia as in its home market of North America.”
- * “There is significant appetite for the American Eagle Outfitters brand internationally, and we are excited to bring out high-quality, affordable fashion to customers in China and Hong Kong,” said Mr. Jim O’Donnell, Chief Executive Officer, American Eagle Outfitters, Inc. “Dickson’s tremendous experience with some of the most prestigious and valuable brands in the world makes them the ideal partner for this region.”

Hong Kong, 10th June, 2010