



DICKSON CONCEPTS (INTERNATIONAL) LIMITED

迪生創建(國際)有限公司\*

(incorporated in Bermuda with limited liability)

**PRESS RELEASE**

**DICKSON CONCEPTS TO OPEN FIFTH SEIBU STORE IN CHINA**

- \* Dickson Concepts is pleased to announce that a signing ceremony was held today at which an agreement was officially signed to open the fifth Seibu store in China.
- \* This will be located in Changchun, the provincial city of Jilin province, in North East China. With a population of over 7 million and rapidly increasing consumer spending, Changchun is one of China's major centres for the car manufacturing and film production industries as well as for farming and farming product processing services. A significant number of reputable tertiary education institutions are also established in the area together with the operations of many multinational corporations.
- \* The new Seibu store will be located at the New Century Hongyuan Plaza in the heart of the central business district, and will occupy over 120,000 sq. ft. on the Ground, First and Second floors of the Plaza. Many leading international brands have already shown keen interest in the project, and Dickson Concepts is confident that the store will offer a most comprehensive range of luxury menswear, ladieswear, accessories, watches and jewellery and cosmetics.
- \* It is envisaged that the store will open by the end of 2008, and will further reinforce Seibu's leading position in China. Additional locations in other major Chinese cities are also currently being identified with a view to further expanding the network of Seibu stores throughout the country.

Hong Kong, 20<sup>th</sup> March, 2008