

Lifestyle International Opens SOGO TST

A new shopping landmark highlights the Company's continuous efforts to expand its department store operations

(29 September 2005, Hong Kong) Lifestyle International Holdings Ltd. ("Lifestyle International" or the "Company"; HKSE code: 1212) is pleased to announce today the opening of its Tsim Sha Tsui SOGO store ("SOGO TST") to provide locals and tourists alike with a brand new shopping experience in Kowloon.

SOGO TST, a new landmark along the Avenue of Stars, occupies a total area of approximately 115,000 square feet. An approximate HK\$100 million was invested in the interior decoration and renovation works, which turned the premises into a comfortable and spacious store housing over 150 local and international brands, including Burberry, Salvatore Ferragamo. Internationally-renowned brands such as Bruno Magil, Daniel Hachter, Nara Camicie will make their debut in the SOGO TST.

Mr. Thomas Lau, Managing Director of the Company said, "The opening of SOGO TST once again underlines the success of Lifestyle's unique business model and entrepreneurial flair. We expect the new store to generate additional revenue for the Company. It is also proof of the management's perseverance in expanding the Company's department store business and creating value of its shareholders."

SOGO Hong Kong entered into a tenancy agreement with Hong Kong Island Development Limited, an associate of New World Development Company Limited in February this year to rent the property for a term of 15 years. SOGO Hong Kong has the option to renew the tenancy for another 5 years. The Company believes that the lease offers flexibility and in the meantime protects it from rental increases.

To mark the opening of SOGO TST, Dato' Dr. Cheng Yu-Tung, Non-executive Chairman of the Company, Mr. Joseph Lau, Non-executive Director and Mr. Thomas Lau hosted a series of celebratory events, joined by senior executives of the Company, business elites including Mr. Albert Yeung and pop stars Ms. Joey Yung and Twins.

The opening of SOGO TST is part of Lifestyle International's continuous efforts to capture the arising growth opportunities. Riding on Hong Kong's improving economy and the opening of the Hong Kong Disneyland, the Company expects the upward trend in local retail industry to sustain, which will benefit the Company's Hong Kong operations, namely SOGO Causeway Bay and the new SOGO TST, and further strengthen its foothold in Hong Kong. The Company's Shanghai operations – the Jiu Guang Department store has laid the ground for PRC expansion. Looking ahead, the Company will seek other investment opportunities in the PRC.

Mr. Lau concluded, "We are confident that SOGO TST will achieve great success and play a key role in promoting the Group's business philosophy, which has helped us excel in the regional market. Through SOGO TST, we will continue to provide our customers and tourists from around the world with an extraordinary shopping experience and our shareholders with optimal returns."

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About Lifestyle International

Lifestyle International Holdings Limited ("Lifestyle International" or the "Company"), the successful department store operator of the Greater China Region, owns and operates SOGO HONG KONG CO., LTD. ("SOGO Hong Kong"), and runs SOGO Causeway Bay and SOGO TST and Shanghai Jiu Guang Department Store in Hong Kong, Kowloon and Shanghai respectively.

SOGO HK comprises SOGO Club, an exclusive lifestyle service centre, Beauté@SOGO, the one-stop shop for international cosmetics, **Nufront**, the must-go for trendy youth as well as the renowned **DaisoLand** Ten dollar shop, the lifestyle convenient store. SOGO TST is the new SOGO store branched in Hong Kong.

In view of the robust development in the Shanghai retail market, the Company had introduced the successful operations model of SOGO HK and established the Jiu Guang Department Store (or "Jiu Guang") in Shanghai Cityplaza. Jiu Guang opened on 29 September 2004.

About SOGO

SOGO HONG KONG CO., LTD (or "SOGO") commenced its operations in 1985, the largest Japanese-style department store. SOGO is one of the major shopping landmarks for Hong Kong people and tourists. SOGO is characterized by the "one-stop shop", "shop-in-shop", "Japanese style" and "customer oriented" concepts, which offer quality goods and services, customer convenience, and comfortable and pleasurable shopping environment. Through out the years, SOGO has experienced continuous expansion. With its aim to creating the best and most ideal shopping environment for its shoppers, SOGO underwent major renovation and expansion and become Jumbo SOGO in 1993. In 2002, [Beauté@SOGO](#) (next to SOGO) was launched. With over 25 young and trendy make up brands, [Beauté@SOGO](#) provides its customers a one-stop beauty, make up and skin care service. In Feb 2005, SOGO Club was launched which locates on the 11th to 16th floors of East Point Centre. SOGO Club is an exclusive lifestyle service which offers a leisurely environment in the buzz city. SOGO has a dimension of 400,000 sq. ft., compared to 120,000 sq. ft. when it was first established. On 15 April 2004, Lifestyle International Holdings Limited, the holding company of SOGO, was successfully listed on The Stock Exchange of Hong Kong Limited.