



**ERATAT LIFESTYLE LIMITED**  
(Company Registration No: 200705552D)

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**RMB40 MILLION ORDERS RECEIVED FOR ERATAT PREMIUM (SUMMER SERIES)**

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The Board of Directors of Eratat Lifestyle Limited (the “**Group**” or “**Eratat Group**”) is pleased to announce that the Group has received confirmed orders amounting to RMB40 million following the product launch of its new ERATAT Premium Summer Series in Hangzhou which was held in February 2011. This will be delivered from April to June 2011, and is in addition to the ERATAT Classic Spring/Summer Series of RMB477 million orders (to be delivered from January to June 2011).

ERATAT Premium is the new high-end men’s wear product range, to be marketed in tier-1 shopping malls via our key distributors in Zhejiang, Guangdong, Henan, Shandong, Anhui and Shanxi.

This is expected to contribute positively to the revenue and gross profit for the financial year ending 31 December 2011.

By order of the Board  
Lin Jiancheng (林建程)  
Executive Chairman and CEO

**23 March 2011**