

Press Release
For Immediate Release

C.banner International Holdings Limited
千百度國際控股有限公司

**C.banner Acquires Trademarks of Internationally Recognized Fashion Brands
“BADGLEY MISCHKA” and “MARK & JAMES”**

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Benefitting from Enormous Brand Value and Creating Synergy

[7 February 2013, Hong Kong] **C.banner International Holdings Limited** (“C.Banner” or the “Company”, together with its subsidiaries, the “Group”, stock code: 1028), the second largest retailer of mid-to-premium women’s formal and casual footwear in China, announced that the Company signed two Trademarks Assignment Agreements with Shanghai Eve NY Apparel Limited (“Shanghai Eve NY”) and Intewell Limited (“Intewell”), respectively, agreed to assign the internationally recognized Trademarks, “BADGLEY MISCHKA” and “MARK & JAMES”, to the Company at an aggregate consideration of US\$2,300,000.

Currently, C.banner retails footwear under its self-developed brands, namely “C.banner”, “EBLAN”, “FABIOLA”, “sundance” and “MIO”, as well as under its licensed “naturalizer” brand. It has been one of the Group’s strategies to further expand its brand portfolio by introducing new brands targeting mid-to-premium footwear market. “BADGLEY MISCHKA” and “MARK & JAMES” are recognized brands in the global apparel market. Their apparel products have been launched in the PRC with retail outlets located in first-tier cities. The acquisition will create synergy to the launch of women’s footwear products and handbags under “BADGLEY MISCHKA” and “MARK & JAMES” brands by the Group in the future. The Company will also benefit from the enormous brand value.

Intewell is an investment holding company; and Shanghai Eve NY is principally engaged in manufacture and sale of apparel, footwear products, leather goods and accessories. The Trademarks to be assigned to the Company under the Trademarks Assignment Agreements represent certain trademarks and logos relating to “BADGLEY MISCHKA” and “MARK & JAMES” brands, which are registered in the PRC, Hong Kong, Macau and Taiwan.

“BADGLEY MISCHKA” is a well-known fashion brand in the United States co-founded by American designers, Mark Badgley and James Mischka in 1988. Its products include evening dresses, dress suits, perfume, handbags, footwear and glasses, which are famous for their elegant and gorgeous style. “BADGLEY MISCHKA” was selected as one of the top ten United States brands by “Vogue” magazine in 2005 and has great influence in the global apparel market.

“MARK & JAMES”, as a sub-brand, is a ladies fashion brand launched by “BADGLEY MISCHKA” in 2009, which is famous for its avant-garde style, emphasis on personality and pursuit of fashion and has leading position in the European and American ladies fashion market.

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Mr. Chen Yixi, Chairman of C.Banner said, "We are delighted to sign the Trademarks Assignment Agreements with Shanghai Eve NY and Intewell. "BADGLEY MISCHKA" and "MARK & JAMES" are international premium brands favored by world's top celebrities. Their brand value could enhance the brand image of the Group. The women's footwear market of the PRC is growing rapidly and has huge potential. With the ownership rights of the footwear and handbag brands of "BADGLEY MISCHKA" and "MARK & JAMES" which target at mid-to-high end market and are recognized by the global apparel market, it would provide a good opportunity for the Group to continue to expand its business in the mid-to-high end women's footwear market of the PRC; enhance its influence in the women's footwear market in the PRC and consolidate the leading position of the Group."

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About C.banner International Holdings Limited

C.banner International Holdings Limited (formerly known as "Hongguo International Holdings Limited") is the second largest retailer of mid-to-premium women's formal and casual footwear in China, and is engaged in the manufacturing and sales of women's footwear with various designs. The Group manages five self-developed brands, namely "C.banner", "EBLAN", "FABIOLA", "sundance" and "MIO", as well as licensed brand "naturalizer", through an extensive distribution and retail network in mainland China. C.banner's self-developed brands and licensed brands products are mainly distributed through department stores and independent retail stores in different cities, ranging from first-tier to third-tier cities in China. Furthermore, the Company also acts as an OEM or ODM manufacturer for international shoes companies dealing in export markets.

Issued by **Porda Havas International Finance Communications Group** for and on behalf of **C.banner International Holdings Limited**. For further information, please contact:

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