

[For Immediate Release]



## **Prime Success Increases Stake in “Shoebox” by 36% Shareholding Boosted to 95%**

(10 September 2006 – Hong Kong) – An integrated footwear group, with huge growth potential in Greater China, **Prime Success International Group Limited** (“Prime Success”/ the “Group”) (stock code: 210), today announced it has increased its stake in their “Shoebox” business by 36%, boosting its shareholding from 59% to 95%. The Group’s consideration in the increased stakeholding was HK\$ 40,874,000.

“Shoebox” was first launched by Prime Success in 2004, being positioned to sell high quality yet low-priced footwear to capture the enormous potentials in the mass footwear market in China. There are currently 110 “Shoebox” stores across various major cities in China and the Group intends to continue to expand the business.

**Mr. Chen Ying-Chieh, Chairman of Prime Success**, said, “The brand has been making pleasing progress and we have no doubt that by increasing our stake in the brand, we will gain full control on the development of the business. It also provides us with an increased share of future returns from the business that is expected to bring fruitful returns. We consider this move beneficial to the long-term development of the Group.”

### **About Prime Success**

Established in 1987, Prime Success International Group Limited was listed on the Main Board of The Stock Exchange of Hong Kong Limited in 1995, one of the constituent stocks of MSCI Hong Kong Small Cap Index and has been admitted as one of the constituent stocks of the Hang Sang Composite Mainland Index, effective on 11 September 2006. The Group is principally engaged in the manufacturing, marketing and distribution of footwear products under its own brands and on an OEM basis. Its major markets include China and the US. In 1990, the Group launched its footwear business in China under the brand name “Daphne” which is now the leading ladies’ footwear brand in China. It has over 2,300 points-of-sales in China. In September 2002, Prime Success formed a JV that was granted an exclusive retail shop right for the “adidas Originals” in China. Currently, the Group runs more than 95 adidas outlets in China. In addition, the Group launched its new brand “Shoebox” in 2004 and there are currently over 110 stores carrying the brand in the country.

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