



Prime Success Increases Stake in “adidas Originals” by 43.75% to total 94.75%

(22 October 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 that it has acquired an additional 43.75% stake in its “adidas Originals” business at a cash consideration of HK\$34,506,000, boosting its total stake to 94.75%.

Since gaining the adidas exclusive retail shop right in China through a joint venture in 2002, the brand continuously brought the Group satisfactory profit. During the 2006 interim period, the segment’s turnover increased 72% to HK\$113,773,000 and segment profit leaped 100% to HK\$7,944,000.

The Group will be gradually opening more stores to grasp opportunities arising in the advent of the 2008 Beijing Olympics. In line with the expansion, the Group has set up 8 more points-of-sales this year bringing the total to over 98.

Mr. Chen Ying-Chieh, Chairman of Prime Success, said, “Increasing our stake in the adidas business will boost the Group’s ability to capture the anticipated abundant opportunities the 2008 Beijing Olympics will bring. As adidas products are popular in China, this move will undoubtedly benefit the Group’s development in the middle to long run.”

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 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, the US and Europe. 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 98 adidas outlets in China. In addition, the Group launched its new brand “Shoebox” in 2004 and there are currently over 120 stores carrying the brand in the country.

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