



Prime Success Gains Exclusive Distribution Rights for AREZZO, SOFFT and BORN in China

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Introduces Own Brand SHOESHOP Enters into Agreement with NIKE for National Cooperation

(14 April 2008 – Hong Kong) – **Prime Success International Group Limited** (“Prime Success” or the “Group”) (stock code: 210), an integrated footwear group with huge growth potential in Greater China, has secured exclusive rights to sell AREZZO fashion footwear and accessories and SOFFT and BORN footwear in Mainland China and also signed an agreement with Nike to operate the “Nike Sport Performance” series in China. The Group also plans to launch a new channel brand - SHOESHOP that sells high-quality footwear to target customers aged between 18 and 45.

AREZZO is a high-end brand of women’s fashion footwear and accessories targeting female consumers aged between 18 and 50 with strong spending power. With 225 specialty shops and 103 franchisees worldwide, the Brazilian brand has been gaining popularity in different markets. Having secured the exclusive distribution right of the brand in China, the Group will focus on extending the distribution network for the brand in high-end shopping malls with independent showcase window space in first-tier cities, targeting to set up 10 points-of-sale in 2008.

SOFFT and BORN are brands owned by H.H. Brown, a wholly-owned subsidiary of Berkshire Hathaway, with the US and Europe as major markets. They are known for their mid-to-high-end fashionable ladies’ footwear designed for the working female who is fashion-forward yet also values comfort in mind. The brand targets female consumers aged between 18 and 45 with strong purchasing power. The Group plans to open approximately 10 points-of-sale carrying both brands under the name “SOFFT” in 2008.

Mr. Chen Ying-Chieh, Chairman of Prime Success, said, “Securing exclusive distribution rights from AREZZO and SOFFT is a major achievement of the Group. The brands renowned worldwide will give our brand portfolio an immediate boost and enable us to gain bigger share in different footwear market segments in China. With AREZZO and SOFFT joining Prime Success in China and the support of an extensive distribution network, the Group sees very rosy prospects for its footwear business and its leadership in the domestic ladies’ footwear market strengthening.”

Drawing from the success it has had with own brand business, the Group plans to launch a new channel brand under SHOESHOP in the second quarter of 2008. The new shop will sell high-quality footwear with unique style carrying a host of brands to customers aged between 18 and 45. Expecting high operating profit margins for the business, the Group expects the number of point-of-sale will reach 50 by the end of 2008.

In the advent of the Beijing 2008 Olympic Games, the Group also signed an agreement with NIKE for national cooperation in operating the “Nike Sport Performance” series in Mainland China. The Group plans to open approximately 40-50 new points-of-sale per year in the next 2-3 years.

Mr. Chen concluded, “With demand for high-quality products rising continuously in China and riding on our strong expertise in brand business, we are confident in growing our customer base and market coverage as well as broadening our revenue stream. We also expect our expanded brand portfolio to present greater synergies to our overall operation in terms of resources sharing in areas including management and sales and marketing, etc. Apart from grooming the new businesses, we will continue to explore opportunities in developing more own brand products as well as co-operating with strategic partners to expand the scope of our businesses and income sources.”

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 and apparel products under its own and licensed 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 a leading ladies’ footwear brand in China. Currently the Group operates over 2,800 points-of-sale, comprising “Daphne”, “Shoebox” and “adidas” brands, in Mainland China and Taiwan.

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