



Prime Success Entered into Agreement with Carrefour

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Sees Rapid Business Growth in the PRC “Shoebox” Mega Stores Increased to 18

(14 November 2004 – Hong Kong) – An integrated footwear group with huge growth potential in the PRC, **Prime Success International Group Limited** (“Prime Success”/ the “Group”) (stock code: 210), has experienced fast business growth in the past few months.

The Group’s own-brand business “*Daphne*”, the core business of the Group, has been growing rapidly during the past two months since its interim results announcement on 23 September 2004. 102 new selling points have been opened, bringing the total number of “*Daphne*” selling points to over 2,000, including 682 “*Daphne*” specialty shops and 282 “*Daphne*” counters running throughout China.

With only two years of history, the performance of *Adidas* “*Original*” collection specialty outlets has been satisfactory. Following the opening of the first exclusive retail outlet for *Adidas* “*Original*” collection in the PRC by the agent in September 2002, a total of 35 *Adidas* “*Original*” collection specialty outlets had been set up in the PRC.

In view of the ever-rising demand of footwear in the PRC, the Group developed “*Shoebox*”, a new brand for all genders and ages, to further expand its customer portfolio. In addition to the opening of 5 “*Shoebox*” mega stores in Zhengzhou, Yangzhou, Suzhou, Shanghai and Wuhan from May to June 2004, 15 more new mega stores were opened in the past few months in various cities of the PRC through the agent. Recently, “*Shoebox*” has entered into an agreement with Carrefour Mega Mart, which allows “*Shoebox*” to set up mega store in all Carrefour’s premises in the PRC. With such arrangement, it will help “*Shoebox*” brand to penetrate the low-end footwear products market in a faster pace.

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