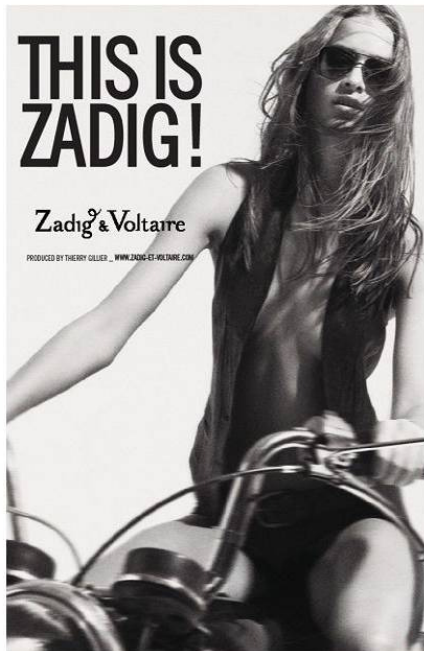




## Formation of Joint Venture with Zadig & Voltaire

(26 June, 2008 – Hong Kong) I.T Limited (“I.T” or the “Group”; stock code: 999), a well-established trend setter in the Greater China’s fashion retail industry, is pleased to announce that on 25 June, 2008, it entered into an agreement with Zadig & Voltaire (“ZV”) to form a 50:50 joint venture to carry their brand in Hong Kong and Macau. The joint venture would consider expanding into the People’s Republic of China in the coming years as well.



ZV is a French label founded by its chief designer Mr. Thierry Gillier in 1997. At present, it has 78 points of sale with its footprint in France, London, Spain, Switzerland, Sweden, Belgium, Japan and Korea. Through our joint venture, they are now entering into one of the world’s fastest growing markets – Greater China.

The original idea behind **Zadig & Voltaire** is to create a new definition of high end ready to wear “the **affordable luxury**”. From the beginning, the brand makes part of this new contemporary designer and accessible stream naturally established as a “Conceptstore designer”.

Indeed, the brand traces its roots to the Parisian aristocracy with a hint of rock n’ roll mixed with precious sense of poesy and color palette. In a nutshell, Zadig & Voltaire adds a funky **twist to classic Parisian chic**.

The first store of the joint venture will be opened on the ground floor of Pacific Place, Admiralty in mid July. Plan is to open 6 stores within 3 years.

Dr. William Lo, Vice-Chairman and Managing Director of I.T, said, “We are pleased to build the partnership with Zadig & Voltaire. The joint venture will identify more locations to open further stores. We are confident that ZV will become another key brand to our portfolio.”

- End -

### **About I.T Limited**

I.T Limited is a well-established trend setter in the fashion retail industry in the Greater China. Through its "multi-brand, multi-layer" business model, I.T offers a wide variety of apparel products from hundreds of international brands, as well as in-house brands at varying price ranges, targeting different customer segments.

For further information, please contact:

**iPR Ogilvy Ltd.**

Juliana Li/ Sandy Ip/ Crystal Chan

Tel: (852) 2169 0467/ 2136 6118/ 2169 0049

Fax: (852) 3170 6606

E-mail: [juliana.li@iprogilvy.com](mailto:juliana.li@iprogilvy.com)/ [sandy.ip@iprogilvy.com](mailto:sandy.ip@iprogilvy.com)/  
[crystal.chan@iprogilvy.com](mailto:crystal.chan@iprogilvy.com)

