[For Immediate Release]

I.T Limited Announces 2007 Annual Results

* * *

Strong comparable store sales growth and expansion drove turnover up 16.5%

* * *

Net profit amounted to HK$122 million

Financial Highlights
(For the year ended 28 Feb)

(HK$ million)	2007	2006	Change (%)
Turnover	**1,530.8**	1,314.4	**16.5**
Net profit	**122.4**	122.3	**0.1**
Net profit (excl. jointly controlled entities and one-time write-off)	**130.6**	118.1	**10.7**
EPS (HK cents)	**12**	12	**0.0**
Proposed final dividend per share (HK cents)	**5**	4.8	**4.2**

(25 May 2007 - Hong Kong) I.T Limited ("I.T" or the "Group"; stock code: 999), a well-established trend setter in Hong Kong's fashion retail industry, announced today its annual results for the year ended 28 February 2007.

During the year under review, the Group's sales increased by 16.5% to HK$1,530.8 million. Sales from retail operation increased by 15.3% to HK$1,435.7 million (2006: HK$1,245.4 million). Net profit increased by 0.1% to HK$122.4 million, mainly due to a loss from GSIT, the PRC joint venture, and a one-time write-off of HK$4.3 million for expenses related to the Saks Fifth Avenue project. If these two items were excluded, net profit of the Hong Kong operation increased by 10.7% to HK$130.6 million (2006: HK$118.1 million).

Despite increase in market and competitive pressure, the Group managed to control cost as a percentage of total sales:-

- rental expenses (including management fees, rates and government rent) at 21.2% (2006: 21.5%);
- staff cost at 17.7% (2006: 17.6%);

- other operating overheads (excluding rental expenses, staff costs, advertising and promotion expenses and depreciation) at 5.7% (2006: 5.9%);
- while advertising and promotion expenses increased to 1.3% (2006: 0.7 %) due to the launch of 2 new in-house brands.

Commenting on the Group's annual results, Dr. William Lo, Vice Chairman and Managing Director of I.T, said, "Our retail business in Hong Kong posted an impressive performance. Our focus during the year under review was placed on enhancing organic growth. While store expansion was executed in a moderate pace, comparable store sales grew by 7.7% year-on-year - a reverse of the negative trend achieved last year. We are pleased to see the improving trend in the second half which was even more remarkable with comparable store sales growth of 10.2% as compared to the same period last year. This is attributable to our superior merchandising and marketing efforts as well as focus on continual improvement on operational metrics such as sales per square feet management. The two new in-house brands, :Chocoolate and Venilla Suite, launched in November 2006, have also been very well received by customers in Hong Kong."

In the PRC, GSIT, the Group's 50% owned joint venture, continued a rapid growth momentum. Total revenue increased by 57.8% to HK$331.6 million (2006: HK$210.2 million). A remarkable comparable store sales growth rate of 40.0% was reported. In order to occupy good locations and to capture the spending spree during the 2008 Beijing Olympics, a more aggressive expansion strategy was employed for the China market. 46 new stores (including French Connection stores) * were opened, increasing the total number of self-managed stores to 118 (2006: 72). Total sales footage increased by 53.8% to 210,500 sq. ft. accordingly.

In respect of overseas expansion, as at 28 February 2007, 5 stores in Saudi Arabia and 8 stores in Thailand were run by overseas franchisees. Given the excellent performance of overseas franchisees, the Group is keen on further extending its regional presence to sustain long term growth. Discussion with potential franchisees in South East Asia and Europe is also underway.

Looking into the future, the Group will adopt a comparatively moderate expansion pace in Hong Kong this year including the opening of new international brand stand-alone shops and the revamping of existing stores. Market pressure on rental expenses and staff costs is expected to remain high, the Group has taken steps to control cost and to explore synergies across various product/function areas so that operating expenses will be in line with or better lower than the top line growth.

** excluding franchisees*

For China, I.T will continue with the strategy to expand in the luxury segment and will directly manage and operate stores for top-notched international brands. The Group has planned to continue to look for and expand into good retail space while consolidating existing retail portfolio to improve the overall profitability of the venture.

"The rapid growth in both the total sales and comparable store sales of GSIT is extremely encouraging. Considering its improved performance in the second half last year, the Group will strive to achieve operating breakeven this year," Dr. Lo said.

In the beginning of the year, the Group has announced a long-term 5-year plan with a vision to boost their market value three times by 2012. Dr. Lo said, "We believe that the past and current years will be an important period for us to lay down the foundation to achieve that eventual growth. The Group is determined to invest in areas such as staff, information systems, and brand marketing to maintain a strong organic growth momentum while continue to explore complementary business investment opportunities inorganically."

- End -

About I.T Limited

I.T Limited is a well-established trend setter in the fashion apparel retail market in Hong Kong. Through its "multi-brand, multi-layer" business model, I.T offers a range of apparel products from hundreds of international brands, as well as in-house brands and licensed brands at varying price ranges, targeting different customer segments.

For further information, please contact:
iPR Ogilvy Ltd.

Juliana Li/ Antonia Au/ Harriet Lau
Tel: (852) 2169 0467/ 2136 6176/ 3170 6750
Fax: (852) 2136 6068 / 2136 6951
E-mail: juliana.li@iprogilvy.com/ antonia.au@iprogilvy.com/
harriet.lau@iprogilvy.com