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PCD Stores (Group) Limited
中國春天百貨集團有限公司*
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 331)

EXERCISE OF OVER-ALLOTMENT OPTION

The Company announces that the Over-allotment Option referred to in the Prospectus has been fully exercised by Credit Suisse (Hong Kong) Limited (the “**Global Coordinator**”) on behalf of the International Underwriters on 5 January 2010 in respect of an aggregate of 225,000,000 Shares (the “**Over-allotment Shares**”), representing approximately 15% of the Offer Shares initially available under the Global Offering (assuming no exercise of the Over-allotment Option), for the sole purpose of covering over-allocations in the International Placing.

The Over-allotment Shares will be issued by the Company at HK\$1.95 per Share (excluding brokerage of 1.0%, SFC transaction levy of 0.004% and Stock Exchange trading fee of 0.005%), being the Offer Price per Share in connection with the Global Offering.

The Company makes this announcement pursuant to section 9(1) of the Securities and Futures (Price Stabilising) Rules (Cap. 571W of the Laws of Hong Kong).

EXERCISE OF THE OVER-ALLOTMENT OPTION

The Company announces that the Over-allotment Option referred to in the Prospectus has been fully exercised by the Global Coordinator on behalf of the International Underwriters on 5 January 2010 in respect of the Over-allotment Shares, representing approximately 15% of the Offer Shares initially available under the Global Offering (assuming no exercise of the Over-allotment Option), for the sole purpose of covering over-allocations in the International Placing.

The Over-allotment Shares were issued by the Company at HK\$1.95 per Share (excluding brokerage of 1.0%, SFC transaction levy of 0.004% and Stock Exchange trading fee of 0.005%), being the Offer Price per Share in connection with the Global Offering.

Listing of and permission to deal in the Over-allotment Shares have already been granted by the Listing Committee of the Stock Exchange.

As shown in the shareholding structure of the Company set out below, immediately before the issue of the Over-allotment Shares by the Company, approximately 46.07% of the issued share capital of the Company was held by the public. Such shareholding percentage will be increased to approximately 48.94% immediately upon completion of the issue of the Over-allotment Shares by the Company.

The shareholding structure of the Company immediately before and immediately after the issue of the Over-allotment Shares by the Company are as follow:

Shareholder	Immediately before the issue of the Over-allotment Shares		Immediately after the issue of the Over-allotment Shares	
	Number of Shares	Approximate % of issued share capital	Number of Shares	Approximate % of issued share capital
Bluestone Global Holdings Limited	1,594,139,851	39.85	1,594,139,851	37.73
Relatives of Chan Family (or their nominees)	420,000,000	10.50	420,000,000	9.94
Loyal Bright Management Limited	45,000,000	1.13	45,000,000	1.07
PIEL Group Employees	102,000,000	2.55	102,000,000	2.41
Credit Suisse	82,736,710	2.07	82,736,710	1.96
UCI	22,890,490	0.57	22,890,490	0.54
KTB/UCI	21,235,756	0.53	21,235,756	0.50
Morgan Stanley	68,947,259	1.72	68,947,259	1.63
Portico Global Limited	143,049,934	3.58	143,049,934	3.39
Other Public Investors	1,500,000,000	37.5	1,725,000,000	40.83

The Company will receive additional net proceeds of approximately HK\$425.3 million from the issue of the Over-allotment Shares and such additional proceeds will be used for implementation of the Group's expansion strategies by opening new stores, upgrading existing stores and acquiring premises for existing and new department stores.

By order of the Board of
PCD Stores (Group) Limited
Chan, Kai Tai Alfred
Chairman

Hong Kong, 6 January 2010

As at the date of this announcement, the executive Directors of the Company are Mr. Chan, Kai Tai Alfred, Mr. Tan, Han Kiat Edward, Mr. Lau Kim Yip Tony and the independent non-executive Directors of the Company are Mr. Yu Randolph Albert, Mr. Tai Ainsley and Mr. Li Chang Qing.

** for identification only*