

To: Editors

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For immediate release

**NEW ENERGY IN RETAIL TO HIT CAUSEWAY BAY**  
**DFS Group to Open 45,000 sq ft Concept Store at Hysan Place, Causeway Bay**

Hong Kong – 23 November 2010 -- DFS Group Limited and Hysan Development Company Limited today announced that they have reached an agreement to open a new-concept 45,000 square-foot store offering the latest trends in beauty, fashion, watches and jewellery at Hysan Place – a new office and retail building under construction at 500 Hennessy Road – the new northern gateway of Hysan’s commercial portfolio in Causeway Bay, Hong Kong. The new and innovative store concept, developed by the DFS team of retail experts, will cater specifically to the Hysan Place shopper. While the well-known luxury travel retailer will tap into its brand and service expertise, the new store will appeal more directly to the local Causeway Bay clientele.

Causeway Bay is described by Hysan Place’s developer as “A hive of shopping, dining and leisure activity twenty-four hours a day, seven days a week, and it has long exemplified Hong Kong as a city that truly never sleeps. With the introduction of Hysan Place in its high profile position on a prime pedestrian axis, people will have a new place to meet, eat and shop.”

The new concept store, to be operated by DFS, is expected to open in Q2 2012 and will be designed and merchandised to appeal to younger shoppers, creating a flagship store for the development.

The ground floor will house an 18,000-square-foot beauty store, offering customers an array of the world’s most sought after cosmetics and fragrances – offering the chance for Hong Kong to experience a number of products never seen before here. As always, DFS’ exclusive 100% Worldwide Guarantee to exchange, repair, or accept the return of merchandise purchased at any of its locations around the globe will be in effect. This will be reinforced by the DFS logo, which will be a visible part of the new brand name.

With an exceptional sustainable design, Hysan Place is to be a major new destination for premium offices and retail space in one of Hong Kong’s most popular commercial districts. Designed by renowned architects, Kohn Pedersen Fox and Dennis Lau & Ng Chun Man, with retail interiors provided by Benoy, Hysan Place promises world class quality throughout. “The building will feature a central shopping piazza which is a natural focal point and a perfect promotion venue. Furthermore, it will include strong retail circulation with a dedicated MTR connection, double-decked lifts and express escalators to usher shoppers through a superb trend-led trade mix. All are complemented by a dazzling array of food and beverage outlets as well as lush, relaxing sky gardens. Hysan Place is truly ‘the Showcase of New Style’, ” said Gerry Yim, Hysan’s Chief Executive Officer.

Ed Brennan, Chairman and CEO of DFS Group said, “We are very excited about this opportunity to introduce a new retail name, supported by DFS’ reputation for outstanding service and value, in one of the world’s most celebrated retail corridors. Causeway Bay is the leading shopping district for local residents in Hong Kong, and a major attraction for tourists. We believe that Hysan Place offers the perfect base on which to build the success of our two Kowloon stores.”

Yim added, “We are very pleased to have formed this partnership with a company with the international standing of DFS. The fashion-forward approach by DFS will be fitting for the retail mall at Hysan Place, which will mirror the youthful vibrancy of Causeway Bay and appeal to its thousands of hip shoppers, be they locals or visitors.”

Renowned international real estate agency, Savills, is the retail leasing agent for Hysan Place.

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#### **About DFS**

DFS Group, based in Hong Kong, is the world’s leading travel retailer with more than 200 airport stores and 15 downtown DFS Gallerias in the Asia/Pacific, U.S. and Middle East. DFS is majority owned by LVMH Moet Hennessy Louis Vuitton, with the balance of shares held by companies associated with DFS co-founder Robert Miller.

#### **About Hysan**

Hysan Development Company Limited is a leading property investment, management and development company in Hong Kong with an investment property portfolio of over 4 million square feet of high quality office, retail and residential space. It is the largest commercial landlord in Causeway Bay.

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Gerry Yim, Chief Executive Officer, Hysan Development Company Limited (second from right), Ed Brennan, Chairman and CEO of DFS Group Limited (second from left), Michael Schriver, President, Worldwide Store Operations of DFS Group Limited (first from right), and Cissy Chan, Hysan's Director of Retail Portfolio and Marketing (first from left) made a toast to the forthcoming new concept store at Hysan Place.