Press Release

Premier fashion brand St. John Fund introduces
Pink Ribbon T-shirt to raise fund for HKBCF

(11 October 2008, Hong Kong) Prestigious American fashion brand St. John kicked off a three-week long charity T-shirt sale today at their boutique at the Landmark, Central.   A good number of their Pink Ribbon T-shirts will be sold at six St. John stores, and 30% of the sales revenue will be donated to the Hong Kong Breast Cancer Foundation (HKBCF). It is estimated that approximately HKD100, 000 can be raised.

The cocktail party was well attended by socialites, the media, St. John's VIPs, and guests. Response for the Pink Ribbon T-shirt was satisfactory and sales started to roll in. Hilda L Chang, Managing Director, Asia Distributor of St. John, said, "St. John has always been a good partner with non-profit making organizations and is proactive in contributing to society. We are very pleased to have the opportunity to raise fund for HKBCF because they are dedicated to raising public awareness of breast cancer and the importance of early detection, thereby protecting women's health and life. We hope that more local women can be benefited from St. John's charity T-shirt sale. Along the same line, St. John also cares about women by providing the very best quality clothing that is both classic and comfortable."

"St. John is an internationally esteemed fashion brand that is so well loved by women. HKBCF is extremely honoured and glad to receive the support and sponsorship of St. John, which is going to generously donate part of the proceeds of their Pink Ribbon T-shirt sale to us. On behalf of HKBCF and women of Hong Kong, I would like to thank St. John's senior management and marketing team for coming up with this brilliant idea and for making it a reality," indicated HKBCF Chairman Mrs. Joanna Choi.

Following the kick-off today, there will be special guest receptions on 11 to 12 October at the St. John shops in the Lane Crawford department stores located at IFC, Pacific Place, Canton Road and Time Square. Apart from these four Lane Crawford stores, the St. John Pink Ribbon T-shirt is also available at Landmark, Central, and Sogo, Causeway Bay. The T-shirt is sold at retail price of HKD1, 900 each.

If you would like to learn more about, participate in or donate to the Hong Kong Breast Cancer Foundation, please call 2525 6033 or e-mail us at info@hkbcf.org.

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About St. John

St. John, one of the premier names in American fashion, was founded in 1962 by Robert and Marie Gray. Since its fortuitous beginning, St. John has expanded far beyond its origin of a small family business. The company, headquartered in Irvine, California, now employs approximately 4,000 people and operates dozens of offices and manufacturing facilities worldwide. Its six distinct fashion collections are sold by top specialty stores in 26 countries and 28 company-owned retail boutiques nationwide. St. John is widely recognized in the fashion industry for its innovative and extensive manufacturing capabilities, including the twisting and dyeing of its own brand of wool and rayon yarns and the finishing of garments with handmade enameled buttons. The inimitable Santana knit, a combination of luxe wool and rayon, is renowned for a beautiful, wrinkle-free fit. St. John is committed to the best fabrics and manufacturing techniques, maintaining consistency of product by controlling almost every stage of the design and manufacturing process.

About Hong Kong Breast Cancer Foundation (HKBCF)

Hong Kong Breast Cancer Foundation, inaugurated in March 2005, is the first charity dedicated to breast cancer in Hong Kong. With the combined efforts of breast cancer survivors, their supporters and health care professionals, we serve the community by our dedication to breast cancer education, support and advocacy. The missions of HKBCF are: raise public awareness of breast cancer and the importance of early detection; provide support for breast cancer patients on their road to recovery; support research and advocate for better breast cancer care in Hong Kong.