



Notice of Cessation Of Substantial Shareholding *

* Asterisks denote mandatory information

Name of Announcer *	THE STYLE MERCHANTS LIMITED
Company Registration No.	N.A.
Announcement submitted on behalf of	THE STYLE MERCHANTS LIMITED
Announcement is submitted with respect to *	THE STYLE MERCHANTS LIMITED
Announcement is submitted by *	Michael Ng Lai Yick
Designation *	Executive Chairman
Date & Time of Broadcast	11-Jun-2010 21:03:08
Announcement No.	00127

>> Announcement Details

The details of the announcement start here ...

>> PART I [Please complete this part]

1. Date of notice to issuer *

2. Name of Substantial Shareholder *

3. Please tick one or more appropriate box(es): *

- Notice of a Change in the Percentage Level of a Substantial Shareholder's Interest or Cessation of Interest. [Please complete Part III and IV]

>> PART II

1. Date of change of Select Option

2. Name of Registered Holder

3. Circumstance(s) giving rise to the interest or change in interest

Please specify details

4. Information relating to shares held in the name of the Registered Holder

No. of <u>Select Option</u> held before the change	<input type="text"/>
As a percentage of issued share capital	<input type="text" value="%"/>
No. of N.A. which are subject of this notice	<input type="text"/>
As a percentage of issued share capital	<input type="text" value="%"/>
Amount of consideration (excluding brokerage and stamp duties) per share paid or received	<input type="text"/>

No. of N.A. held after the change	
As a percentage of issued share capital	%

>> PART III

1. Date of change of <u>Interest</u>	11-06-2010
2. The change in the percentage level	From 6.15 % To 3.52 %
3. Circumstance(s) giving rise to the interest or change in interest	# Others
# Please specify details	Transfer of 5,711,611 shares in the capital of The Style Merchants Limited from Pacific Finance Services Limited to Universal Chinese Limited, as consideration for the repurchase of shares held by Universal Chinese Limited in the capital of Pacific Finance Services Limited.
4. A statement of whether the change in the percentage level is the result of a transaction or a series of transactions:	The change is a result of a transaction.

>> PART IV

1. Holdings of Substantial Shareholder , including direct and deemed interest :

	Direct	Deemed
No. of shares held before the change	0	13,352,060
As a percentage of issued share capital	0 %	6.15 %
No. of shares held after the change	0	7,640,449
As a percentage of issued share capital	0 %	3.52 %

Footnotes

Note:
Pacific Finance Services Limited has a beneficial interest in 7,640,449 shares held in the name of Lim & Tan Securities Pte Ltd.

Attachments

Total size = 0
(2048K size limit recommended)

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