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**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	29-Jun-2010 20:15:39
Announcement No.	00139

**>> Announcement Details**

The details of the announcement start here ...

**>> PART I [Please complete this part]**

1. Date of notice to issuer *	29-06-2010
2. Name of <u>Substantial Shareholder</u> *	Dr Soh Guan Cheow Anthony ("Dr Soh")
3. Please tick one or more appropriate box(es): *	<input checked="" type="checkbox"/> 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	[Select Option]
# Please specify details	
4. Information relating to shares held in the name of the Registered Holder	
No. of [Select Option] held before the change	
As a percentage of issued share capital	%
No. of N.A. which are subject of this notice	
As a percentage of issued share capital	%
Amount of consideration (excluding brokerage and stamp duties) per share paid or received	
No. of N.A. held after the change	
As a percentage of issued share capital	%

## &gt;&gt; PART III

1. Date of change of <u>Deemed Interest</u>	25-06-2010
2. The change in the percentage level	From 19.35 % To 4.84 %
3. Circumstance(s) giving rise to the interest or change in interest	Right Issue
# Please specify details	See below.
4. A statement of whether the change in the percentage level is the result of a transaction or a series of transactions:	The change in the percentage level is the result of the change in the Company's number of issued shares arising from the allotment and issue of 651,300,000 Rights Shares pursuant to the Rights Issue, which was not taken up by the deemed registered holder.

## &gt;&gt; PART IV

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

	Direct	Deemed
No. of shares held before the change	0	42,000,000
As a percentage of issued share capital	0 %	19.35 %
No. of shares held after the change	0	42,000,000
As a percentage of issued share capital	0 %	4.84 %

## Footnotes

- (i) Dr Soh is deemed to be interested in the shares held in the name of Asia Pacific Links Limited.
- (ii) The percentages (before the change) under Parts III & IV are calculated based on the share capital of 217,089,249 shares as at 24 June 2010.
- (iii) The percentages (after the change) under Parts III & IV are calculated based on the enlarged share capital of 868,389,249 shares as at 25 June 2010.

## Attachments

Total size = 0  
(2048K size limit recommended)

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