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**Notice of a Substantial Shareholder's Interest \***

\* 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 20:22:22
Announcement No.	00147

 >> **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> *	Pacific Finance Services Limited
3. Please tick one or more appropriate box(es): *	<input checked="" type="checkbox"/> Notice of a New Substantial Shareholder's interest. [Please complete Part II and IV]

 >> **PART II**

1. Date of change of <u>Deemed Interest</u>	25-06-2010
2. Name of Registered Holder	Pacific Finance Services Limited
3. Circumstance(s) giving rise to the interest or change in interest	Right Issue
# Please specify details	67,424,390 Rights Shares pursuant to the Rights Issue taken up by the registered holder.
4. Information relating to shares held in the name of the Registered Holder	
No. of <u>Shares</u> held before the change	7,640,449
As a percentage of issued share capital	3.52 %
No. of Shares which are subject of this notice	67,424,390
As a percentage of issued share capital	7.76 %
Amount of consideration (excluding brokerage and stamp duties) per share paid or received	0.015
No. of Shares held after the change	75,064,839
As a percentage of issued share capital	8.64 %

## &gt;&gt; PART III

1. Date of change of [Select Option]	
2. The change in the percentage level	From % To %
3. Circumstance(s) giving rise to the interest or change in interest	[Select Option]
# Please specify details	
4. A statement of whether the change in the percentage level is the result of a transaction or a series of transactions:	

## &gt;&gt; PART IV

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

	Direct	Deemed
No. of shares held before the change	0	7,640,449
As a percentage of issued share capital	0 %	3.52 %
No. of shares held after the change	0	75,064,839
As a percentage of issued share capital	0 %	8.64 %

## Footnotes

(i) Pacific Finance Services Limited has a beneficial interest in 75,064,839 shares held in the name of Lim & Tan Securities Pte Ltd.

(ii) The percentages (before the change) under Parts II & 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 II & 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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