



STYLE MERCHANTS LIMITED
(Incorporated in Bermuda)
(Company Registration No.: 27671)

COMPLETION OF THE PROPOSED ACQUISITION OF CELEBRITY NEXT LIMITED – LISTING AND QUOTATION

Unless otherwise defined, all capitalised terms used or referred to in this announcement shall bear the same meanings as assigned to them in the announcements made by the Company on 6 September 2010, 17 September 2010 and 27 September 2010 (the “Announcements”) in respect of the Proposed Acquisition.

Further to the Announcements, the Board wishes to announce that the Consideration Shares are expected to be listed and quoted on the Official List of the SGX-ST with effect from 9 a.m. on or about 1 October 2010.

BY ORDER OF THE BOARD OF
THE STYLE MERCHANTS LIMITED

MICHAEL NG LAI YICK
Executive Chairman

30 September 2010