


**Notice of a Change in the Percentage Level 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	08-Sep-2011 19:05:45
Announcement No.	00068

**>> Announcement Details**

The details of the announcement start here ...

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

1. Date of notice to issuer *	08-09-2011
2. Name of <u>Substantial Shareholder</u> *	Universal Chinese Limited
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	%

**>> PART III**

1. Date of change of <u>Interest</u>	08-09-2011
2. The change in the percentage level	From 6.21 % To 7.29 %

3. Circumstance(s) giving rise to the interest or change in interest	# Others
# Please specify details	Acquisition of shares at own discretion.
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 a transaction.

>> **PART IV**

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

	Direct	Deemed
No. of shares held before the change	0	54,796,800
As a percentage of issued share capital	0 %	6.21 %
No. of shares held after the change	0	64,299,800
As a percentage of issued share capital	0 %	7.29 %

Footnotes

These shares are registered in the name of Lim & Tan Securities Pte Ltd (64,267,000 shares) and DBS Vickers Securities (S) Pte Ltd (32,800 shares).

**Attachments**

Total size = 0  
(2048K size limit recommended)

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