



**Notice of a Director's (including a director who is a substantial shareholder) Interest and Change in 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 19:07:18
Announcement No.	00069

**>> 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 Director *	Samuel Lin Jr.
3. Please tick one or more appropriate box(es): *	<input checked="" type="checkbox"/> Notice of a Director's (including a director who is a substantial shareholder) Interest and Change in Interest. [Please complete Part II and IV]

**>> PART II**

1. Date of change of Interest	08-09-2011
2. Name of Registered Holder	Universal Chinese Limited
3. Circumstance(s) giving rise to the interest or change in interest	# Others
# Please specify details	Acquisition of shares at own discretion.
4. Information relating to shares held in the name of the Registered Holder	
No. of Shares held before the change	54,796,800
As a percentage of issued share capital	6.21 %
No. of Shares which are subject of this notice	9,503,000
As a percentage of issued share capital	1.08 %
Amount of consideration (excluding brokerage and stamp duties) per share paid or received	0.002
No. of Shares held after the change	64,299,800
As a percentage of issued share capital	7.29 %

**>> 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:

>> PART IV

1. Holdings of Director , including direct and deemed interest :

	Direct	Deemed
No. of shares held before the change	1,760,000	82,385,800
As a percentage of issued share capital	0.20 %	9.34 %
No. of shares held after the change	1,760,000	91,888,800
As a percentage of issued share capital	0.20 %	10.42 %

Footnotes

Samuel Lin Jr. has an interest in

- 27,589,000 shares registered in the name of Lim & Tan Securities Pte Ltd.
- 64,299,800 shares held by Universal Chinese Limited. 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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