


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	06-Sep-2011 18:22:37
Announcement No.	00089

 >> **Announcement Details**

The details of the announcement start here ...

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

1. Date of notice to issuer *	06-09-2011
2. Name of <u>Substantial Shareholder</u> *	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 <u>Interest</u>	06-09-2011
2. Name of Registered Holder	Lim & Tan Securities Pte Ltd
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 <u>Shares</u> held before the change	20,577,000
As a percentage of issued share capital	2.33 %
No. of Shares which are subject of this notice	7,012,000
As a percentage of issued share capital	0.80 %
Amount of consideration (excluding brokerage and stamp duties) per share paid or received	0.002
No. of Shares held after the change	27,589,000
As a percentage of issued share capital	3.13 %

 >> **PART III**

1. Date of change of <u>Interest</u>	
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	75,373,800
As a percentage of issued share capital	0.20 %	8.54 %
No. of shares held after the change	1,760,000	82,385,800
As a percentage of issued share capital	0.20 %	9.34 %

Footnotes

Samuel Lin Jr. has an interest in

- 27,589,000 shares registered in the name of Lim & Tan Securities Pte Ltd.
- 54,796,800 shares held by Universal Chinese Limited. These shares are registered in the name of Lim & Tan Securities Pte Ltd (54,764,000 shares) and DBS Vickers Securities (S) Pte Ltd (32,800 shares).

Attachments

Total size = 0
(2048K size limit recommended)

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