

## Announcement of Cessation as Independent Director who is an audit committee member \*

## \* 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	25-Oct-2010 19:25:00
Announcement No.	00121

>> Announcement Details
The details of the announcement start here ...

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Name of person *	Cheong Chow Yin	
Age *	55	
Is Effective Date of Cessation known?	Yes	
If yes, please provide the date *	25-10-2010	
Detailed Reason(s) for cessation *	Due to migration to other country to allow himself to devote more time with family and to pursue other interests.	
Is there any difference of opinion on material matters between the person and the Board of directors? *	No	
If yes, please elaborate *	NA	
Is there any matter in relation to the cessation that needs to be brought to the attention of the shareholders of the listed issuer? *	No	
If yes, please elaborate *	NA	
Any other relevant information to be provided to shareholders of the listed issuer? *	No	
If yes, please elaborate *	NA	
Date of Appointment to current position *	21-10-2002	
Job Title (e.g. Lead ID, AC Chairman, AC Member etc.) *	Independent Director, Audit Committee Chairman and a member of Nominating and Compensation Committees.	
Role and responsibilities *	Same as above.	
Does the AC have a minimum of 3 members (taking into account this cessation)? *	Yes	
Number of Independent Directors currently resident in Singapore (taking into account this cessation) *	2	
Number of cessations of appointments	0	

specified in Listing Rule 704(7) over the past 12 months *			
Interest * in the listed issuer and its subsidiaries *		250,000 options granted under the Company's Share Option Scheme.	
Familial relationship with any director and/or substantial shareholder of the listed issuer or of any of its principal subsidiaries *		None	
>> Other Directorships			
Past (for the last 5 years) *		LottVision Limited Asian Union New Media (Group) Limited	
Present *		Wayonnet Group Pte Ltd	
Footnotes			
Attachments Total size = (2048K size)		e = 0 ize limit recommended)	

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