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

Announcement Title *	EXTENSION OF TIME TO SUBMIT EXIT OFFER PROPOSAL IN RELATION TO DELISTING PURSUANT TO RULE 1315 OF THE LISTING MANUAL
Description	Please see attached.
Attachments	 TSML-HoldingAnnc-230811.pdf Total size = 132K (2048K size limit recommended)

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THE STYLE MERCHANTS LIMITED

(Incorporated in Bermuda)

(Company Registration No. 27671)

(the "*Company*")

**EXTENSION OF TIME TO SUBMIT EXIT OFFER PROPOSAL IN RELATION TO DELISTING
PURSUANT TO RULE 1315 OF THE LISTING MANUAL**

Further to the announcement dated 10 August 2011, the Board of Directors of the Company wishes to inform shareholders that the Company is using its best endeavours to seek an exit offer for all the shares of the company and submit a proposal for such exit offer to Singapore Exchange Securities Trading Limited (the "SGX-ST") by 9 September 2011.

Reason for Extension of Time

Upon the receipt of the delisting notification issued by the SGX-ST on 8 August 2011, the Company had immediately sought to explore various options to provide shareholders of the Company (the "Shareholders") with a reasonable exit alternative.

In particular, the Company has been seeking to solicit expressions of interest from significant shareholders of the Company as well as third parties to make an exit offer for all the shares of the Company, in view of the impending delisting of the Company. However, it appears that none of these parties is in a position to make an immediate offer. The Company is of the view that such extension of time is required to (a) allow these parties to consider their respective options and the terms of their proposed offers, if any, and (b) exhaust all viable avenues with a view to providing Shareholders with a reasonable exit alternative.

The Company is also of the view that an extension of time is in the interests of the Shareholders as such an extension serves to enhance the Company's bargaining position in soliciting any offer and allows the Company to consider potentially more offers within an extended period of time.

The Directors are currently still considering all options as to the impending delisting of the shares of the Company from the Main Board of the SGX-ST, and the Company will contemporaneously update shareholders on its proposed course of action as and when appropriate.

In view of the impending delisting of the shares of the Company, the Board advises its shareholders and investing public to trade its shares with caution.

By Order of the Board

Michael Ng Lai Yick

Executive Chairman

23 August 2011