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Announcement of Appointment of Executive Director *

* 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	24-Jun-2010 17:39:45
Announcement No.	00069

>> Announcement Details

The details of the announcement start here ...

Date of Appointment *	24-06-2010
Name of person *	Samuel Lin Jr.
Age *	46
Country of principal residence *	Singapore
The Board's comments on this appointment (including rationale, selection criteria, and the search and nomination process) *	Upon the recommendation of the Nominating Committee, which had reviewed the qualification and experience of Mr Samuel Lin Jr., the Board of Directors approved his appointment as an Executive Director of the Company.
Whether appointment is executive, and if so, the area of responsibility *	Executive, overall management of the Company's Fashion Retail Division.
Job Title (e.g. Lead ID, AC Chairman, AC Member etc.)	Executive Director
Working experience and occupation(s) during the past 10 years *	Please refer to Appendix I.

Shareholding * in the listed issuer and its subsidiaries *	Direct interest: 760,000 shares Deemed interest: 16,059,143 shares
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Familial relationship with any director and/or substantial shareholder of the listed issuer or of any of its principal subsidiaries *	None
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Conflict of interest (including any competing business) *	Nil
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>> Other Directorships#

These fields are not applicable for announcements of appointments pursuant to Listing Rule 704(9)

Past (for the last 5 years)	9thDimension.com (BVI) Limited Asia Capitol Hong Kong Limited Best Merchant Investments Limited
Present	1MP Limited Asia Capitol Corporate Advisory Inc. Asia Capitol Global Limited Asia Capitol Limited Pacific Finance Services Limited

	Retail Resources Management (HK) Limited Retail Resources Management Limited Universal Chinese Limited
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>> Information required pursuant to Listing Rule 704(7)(h)

Disclose the following matters concerning an appointment of director, chief executive officer, general manager or other officer of equivalent rank. If the answer to any questions is "yes", full details must be given.

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|--|-------------|
| <p>(a) * Whether at any time during the last 10 years, an application or a petition under any bankruptcy law of any jurisdiction was filed against him or against a partnership of which he was a partner at the time when he was a partner or at any time within 2 years from the date he ceased to be a partner?</p> | <p>• No</p> |
| <p>(b) * Whether at any time during the last 10 years, an application or a petition under any law of any jurisdiction was filed against an entity (not being a partnership) of which he was a director or an equivalent person or a key executive, at the time when he was a director or an equivalent person or a key executive of that entity or at any time within 2 years from the date he ceased to be a director or an equivalent person or a key executive of that entity, for the winding up or dissolution of that entity or, where that entity is the trustee of a business trust, that business trust, on the ground of insolvency?</p> | <p>• No</p> |
| <p>(c) * Whether there is any unsatisfied judgment against him?</p> | <p>• No</p> |
| <p>(d) * Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving fraud or dishonesty which is punishable with imprisonment, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such purpose?</p> | <p>• No</p> |
| <p>(e) * Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such breach?</p> | <p>• No</p> |
| <p>(f) * Whether at any time during the last 10 years, judgment has been entered against him in any civil proceedings in Singapore or elsewhere involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or a finding of fraud, misrepresentation or dishonesty on his part, or he has been the subject of any civil proceedings (including any pending civil proceedings of which he is aware) involving an allegation of fraud, misrepresentation or dishonesty on his part?</p> | <p>• No</p> |
| <p>(g) * Whether he has ever been convicted in Singapore or elsewhere of any offence in connection with the formation or management of any entity or business trust?</p> | <p>• No</p> |
| <p>(h) * Whether he has ever been disqualified from acting as a director or an equivalent person of any entity (including the trustee of a business trust), or from taking part directly or indirectly in the management of any entity or business trust?</p> | <p>• No</p> |
| <p>(i) * Whether he has ever been the subject of any order, judgment or ruling of any court, tribunal or governmental body, permanently or temporarily enjoining him from engaging in any type of business practice or activity?</p> | <p>• No</p> |

(j) Whether he has ever, to his knowledge, been concerned with the management or conduct, in Singapore or elsewhere, of the affairs of :-

(i)* any corporation which has been investigated for a breach of any law or regulatory requirement governing corporations in Singapore or elsewhere; or

• No

(ii)* any entity (not being a corporation) which has been investigated for a breach of any law or regulatory requirement governing such entities in Singapore or elsewhere; or

• No

(iii)* any business trust which has been investigated for a breach of any law or regulatory requirement governing business trusts in Singapore or elsewhere; or

• No

(iv)* any entity or business trust which has been investigated for a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere,

• No

in connection with any matter occurring or arising during that period when he was so concerned with the entity or business trust?

(k) * Whether he has been the subject of any current or past investigation or disciplinary proceedings, or has been reprimanded or issued any warning, by the Monetary Authority of Singapore or any other regulatory authority, exchange, professional body or government agency, whether in Singapore or elsewhere?

• No

>> **Information required pursuant to Listing Rule 704(7)(i)**

Disclosure applicable to the appointment of Director only.

Any prior experience as a director of a listed company?

• Yes

If yes, please provide details of prior experience.

Mr Samuel Lin Jr. was an Executive Director of the Company from 31/3/00 to 30/4/04. The Company will arrange for Mr Lin to receive relevant training to familiarize himself with the roles & responsibilities of a director of a listed company in Singapore.

Footnotes

Attachments

 [Appendix-I.pdf](#)

Total size = **13K**
(2048K size limit recommended)

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SAMUEL LIN JR.

WORKING EXPERIENCE AND OCCUPATION(S) DURING THE PAST 10 YEARS:

Mr Lin is co-founder of Retail Resources Management Limited (RRM), a company that invests in and operates fashion retail business in China. He has over 25 years of experience launching and managing businesses in various industries. Prior to founding RRM, Mr Lin was the Managing Partner of Asia Capitol Limited, a private equity syndication company focusing on the Chinese consumer market. He was also Chairman of One Media Planet in Beijing, a consumer mobile media company, and Bonity Property Brokerage Co Limited in Shanghai. Mr Lin began his career in information technology in 1983 when he started one of Hong Kong's first retail resellers of personal computers, PCPlus. PCPlus was subsequently sold to a Hong Kong conglomerate, the Swire Group, in 1986. After leaving PCPlus in 1987, Mr Lin joined Unisys Asia as a sales manager before becoming divisional director at Unisys Hong Kong Limited. In 1992, he joined Datacraft Hong Kong as General Manager and three years later, was appointed Director of Sales for Datacraft Asia Limited, responsible for sales and business development. He left Datacraft Asia in mid-1998 but continued to advise the group. His entrepreneurial zeal led him to start another business, Asia Online Ltd., Hong Kong's very first consumer internet services. In 1999, Mr Lin joined the board of SACS, South Africa's largest weaving factory supplying cotton products to high-end European garment manufacturers.