



**Notice of a Change in the Percentage Level of a Substantial Shareholder's 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	11-Jun-2010 21:04:57
Announcement No.	00129

**>> Announcement Details**

The details of the announcement start here ...

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

- Date of notice to issuer \*
- Name of Substantial Shareholder \*
- Please tick one or more appropriate box(es): \*

<ul style="list-style-type: none"> <li><input type="checkbox"/> Notice of a Change in the Percentage Level of a Substantial Shareholder's Interest or Cessation of Interest. [Please complete Part III and IV]</li> </ul>
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**>> PART II**

- Date of change of [Select Option]
- Name of Registered Holder
- Circumstance(s) giving rise to the interest or change in interest   
# Please specify details

4. Information relating to shares held in the name of the Registered Holder

No. of <u>[Select Option]</u> held before the change	<input type="text"/>
As a percentage of issued share capital	<input style="width: 50px;" type="text" value="%"/>
No. of N.A. which are subject of this notice	<input type="text"/>
As a percentage of issued share capital	<input style="width: 50px;" type="text" value="%"/>
Amount of consideration (excluding brokerage and stamp duties) per share paid or received	<input type="text"/>

No. of N.A. held after the change	
As a percentage of issued share capital	%

>> PART III

1. Date of change of <u>Interest</u>	11-06-2010
2. The change in the percentage level	From 11.27 % To 7.75 %
3. Circumstance(s) giving rise to the interest or change in interest  # Please specify details	# Others  (a) Transfer of 5,711,611 shares in the capital of The Style Merchants Limited (the "Shares") from Pacific Finance Services Limited to Universal Chinese Limited, as consideration for the repurchase of shares held by Universal Chinese Limited in the capital of Pacific Finance Services Limited (the "Share Repurchase");  (b) Reduction of deemed interest in the Shares, as a result of the reduced interest of Universal Chinese Limited in The Style Merchants Limited pursuant to the Share Repurchase.
4. A statement of whether the change in the percentage level is the result of a transaction or a series of transactions:	The change is a result of a transaction.

>> PART IV

1. Holdings of Substantial Shareholder , including direct and deemed interest :

	Direct	Deemed
No. of shares held before the change	760,000	23,699,592
As a percentage of issued share capital	0.35 %	10.92 %
No. of shares held after the change	760,000	16,059,143
As a percentage of issued share capital	0.35 %	7.40 %

Footnotes

Notes:

Samuel Lin Jr has an interest in 16,059,143 shares held by Universal Chinese Limited. These shares are registered in the name of Lim & Tan Securities Pte Ltd (16,026,343 shares) and DBS Vickers Securities (S) Pte Ltd (32,800 shares).

Attachments

Total size = 0  
(2048K size limit recommended)

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