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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 ST	/LE MERCHANTS LIMITED			
Announcement is submitted with respect to *	THE STY	THE STYLE MERCHANTS LIMITED			
Announcement is submitted by *	Michael	Michael Ng Lai Yick			
Designation *	Executiv	Executive Chairman			
Date & Time of Broadcast	29-Jun-2	29-Jun-2010 20:18:34			
Announcement No.	00143	00143			
>> Announcement Details The details of the announcement start here >> PART I [Please complete this part] 1. Date of notice to issuer * 29-06-2010					
	*				
 Name of <u>Substantial Shareholder</u> Please tick one or more appropriat 		Universal Chinese Limited			
Notice of a Change in the Percentage Level of a Substantial Shareholder's Interest or Cessation of Interest. [Please complete Part III and IV]					
>> PART II					
Date of change of [Select Option]					
2. Name of Registered Holder					
Circumstance(s) giving rise to the interest or change in interest		[Select Option]			
# Please specify details					
4. Information relating to shares held	4. Information relating to shares held in the name of the Registered Holder				
No. of [Select Option] held be change	efore the				
As a percentage of issued share	capital	%			
No. of N.A. which are subject of this notice					
As a percentage of issued share	capital	%			
Amount of consideration (or brokerage and stamp duties) paid or received	excluding er share				
No. of N.A. held after the change	;				
As a percentage of issued share	capital	%			
L					

>> PART III				
1.	Date of change of <u>Deemed Interest</u>	25-06-2010		
2.	The change in the percentage level	From 7.40 % To 5.41 %		
3.	Circumstance(s) giving rise to the interest or change in interest	Right Issue		
	# Please specify details	See below.		
4.	A statement of whether the change in the percentage level is the result of a transaction or a series of transactions:	The change in the percentage level is the result of: (i) 30,944,657 Rights Shares pursuant to the Rights Issue taken up by the registered holder; and (ii) the change in the Company's number of issued shares arising from the allotment and issue of 651,300,000 Rights Shares pursuant to the Rights		

>> PART IV

Holdings of <u>Substantial Shareholder</u>, including direct and deemed interest:

	Direct	Deemed
No. of shares held before the change	0	16,059,143
As a percentage of issued share capital	0 %	7.40 %
No. of shares held after the change	0	47,003,800
As a percentage of issued share capital	0 %	5.41 %

Footnotes

(i) Universal Chinese Limited has an interest in:

Issue.

- 32,800 shares held in the name of DBS Vickers Securities (S) Pte Ltd.
- 46,971,000 shares held in the name of Lim & Tan Securities Pte Ltd.
- (ii) The percentages (before the change) under Parts III & IV are calculated based on the share capital of 217,089,249 shares as at 24 June 2010.
- (iii) The percentages (after the change) under Parts III & IV are calculated based on the enlarged share capital of 868,389,249 shares as at 25 June 2010.

Attachments

Total size = 0 (2048K size limit recommended)

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