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Notice of a Director's (including a director who is a substantial shareholder) Interest and Change in 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	29-Jun-2010 20:19:15		
Announcement No.	00144		

>> Announcement Details

The details of the announcement start here

>> PART I [Please complete this part]

1. Date of notice to issuer \*

29-06-2010

2. Name of <u>Director</u> \*

Samuel Lin Jr.

3. Please tick one or more appropriate box(es): \*

• Notice of a Director's (including a director who is a substantial shareholder) Interest and Change in Interest. [Please complete Part II and IV]

## >> PART II

1.	Date of change of Deemed Interest	25-06-2010
2.	Name of Registered Holder	Universal Chinese Limited
3.	Circumstance(s) giving rise to the interest or change in interest	Right Issue
	# Please specify details	Allotment and issue of Rights Shares to the registered holder pursuant to the Rights Issue.

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

No. of <u>Shares</u> held before the change	16,059,143
As a percentage of issued share capital	7.40 %
No. of Shares which are subject of this notice	30,944,657
As a percentage of issued share capital	3.56 %
Amount of consideration (excluding brokerage and stamp duties) per share paid or received	0.015
No. of Shares held after the change	47,003,800
As a percentage of issued share capital	5.41 %

## NOTICE OF INTEREST/CHANGES IN INTEREST

>> PART III		
1.	Date of change of [Select Option]	
2.	The change in the percentage level	From % To %
3.	Circumstance(s) giving rise to the interest or change in interest	[Select Option]
	# Please specify details	
4.	A statement of whether the change in the percentage level is the result of a transaction or a series of transactions:	
>>	PART IV	

1. Holdings of <u>Director</u>, including direct and deemed interest :

	Direct	Deemed
No. of shares held before the change	760,000	16,059,143
As a percentage of issued share capital	0.35 %	7.40 %
No. of shares held after the change	760,000	47,003,800
As a percentage of issued share capital	0.09 %	5.41 %

Footnotes	<ul> <li>(i) Samuel Lin Jr. has an interest in 47,003,800 shares held by Universal Chinese Limited. These shares are registered in the name of Lim &amp; Tan Securities Pte Ltd (46,971,000 shares) and DBS Vickers Securities (S) Pte Ltd (32,800 shares).</li> <li>(ii) The percentages (before the change) under Parts II &amp; IV are calculated based on the share capital of 217,089,249 shares as at 24 June 2010.</li> </ul>
	(iii) The percentages (after the change) under Parts II & 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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