

DECCA BRANCHES-OUT BEYOND ASIA-PACIFIC TO USA AND EUROPE

Hong Kong-based Decca Holdings Limited, a leading Asia-Pacific manufacturer and supplier of quality furniture and design fixtures to hotels, designer stores and offices, has taken a major step towards becoming a global player in the hospitality and furnishing industry by opening its first office in the United States.

The group has established a branch in Atlanta, Georgia operating under its signature brand name, Decca Hospitality Furnishings. The move follows Decca's establishment of a European foothold earlier this year with the opening of a liaison office in Copenhagen. The new office will be headed by industry veteran, Charles N. Hart.

"After 30 years focusing almost entirely on the Asia-Pacific, we're stepping up a gear," said chairman Mr. Tsang Chi Hung. "We're aggressively developing new markets and this expansion represents a major change of direction towards establishing a broader international base."

The international expansion is Decca's response to a general economic downturn in the Asia-Pacific. "These are challenging times for many industries and our's is no different," said Mr. Tsang. "Although the Group's result has been adversely affected by the general economic downturn and the September 11 tragedy, we expect the 2008 Beijing Olympic Games will bring huge business opportunities to Hong Kong and Mainland China. New hotels will be built, existing hotels will have to be refurbished. As an experienced high-end contractor and furniture supplier, we're optimistic and confident that we'll be able to secure contracts of substantial value for this memorable occasion."

"But in the meantime we're concentrating on weathering the current downturn by placing Decca in an even stronger position to benefit from the upturn."

Major projects recently completed by Decca include the Metro Park Hotel in Causeway Bay, Hong Kong; Oriental Plaza in Beijing; Four Seasons Hotel, Shanghai; Agile Hotel, Zhongshan; Kimmel Center for Performing Arts, Philadelphia; and Kintetsu's USJ Hotel in Japan.

Decca also provides pre-fabricated shop fixtures and fittings for leading international brands including Giorgio Armani, Swatch, Ermenegildo Zegna, Bally, Baccarat, Dunhill and Louis Vuitton.

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As part of the expansion in the United States,Decca is launching a new high-end residential furniture brand,Bolier & Co. This will be headed by Christian Plasman,former President of Baker Furniture.

The group meanwhile also continues to manufacture and distribute a range of office furniture across Asia for HBF of the United States and Svoboda of Austria,together with its own brand,Overtures.

Corporate Information:

Established in 1973,Decca has been listed on the Stock Exchange of Hong Kong since March 2000 (Stock Code: 997). The Group's manufacturing facilities are situated in Dongguan,Mainland China,which covers 60,000 square feet,and employs over 800 staff.