

## **I.T Becomes Latest Anchor Tenant for Langham Place -- Trend-Setting Fashion Retailer Set to Open in Heart of Mongkok**

28 Jun 2004

Hong Kong, June 28, 2004 - Developer Great Eagle and trend-setting fashion retailer I.T announced today that I.T will open two shops occupying in excess of 20,000 sq feet on Levels 3 and 5 of Langham Place Mall. This makes I.T the third anchor tenant after Hong Kong Seibu and UA Cinemas to sign up for this major new mall.

The two new i.t stores will carry popular in-demand brands including <http://www.izzue.com>, b+ab, it's Mickey, Arnold Palmer, double-park and more. The stores will be opened in the fourth quarter of this year when the mall at Langham Place opens for business.

Dr. K. S. Lo, Deputy Chairman and Managing Director, Great Eagle Holdings Limited said: "The major lease commitment of I.T further reinforces Langham Place's position as the most exciting and dynamic retail destination in Mongkok. Langham Place aims to connect shoppers to the latest in fashion, style and trends and there is none better than I.T who can set the scene for this at Langham Place."

Mr. Sham Kar Wai, founder of I.T, said: "I believe Langham Place is ideal for us. Our shoppers are young and individualistic -- they set trends -- and Langham Place with its exciting mix of retail, food and beverage and entertainment will certainly establish the gravity to assemble this group of high spending customers."

According to professional market research conducted on behalf of Langham Place, I.T is one of the most sought after retailers among the mall's target shoppers, male and females aged between 15 and 44.