

[For Immediate Release]



Golden Eagle Launches Lifestyle Centre in Jiangsu

(January 28, 2014, Hong Kong) Golden Eagle Retail Group Limited ("Golden Eagle" or the "Company", stock code: 3308.HK), China's leading department store operator and owner, announces the opening of a new lifestyle centre in Changzhou, Jiangsu Province. Golden Eagle's lifestyle centres are a new integrated shopping, leisure, dining and cultural offering.

As part of the Jiahong Store opening, Golden Eagle, jointly with business partner COEX, the leading Korean aquarium operator, launches the first and only aquarium in a commercial centre in China. In addition to over 300 fashion brands across Jiahong Store, the store offers its customers a range of leisure, dining, entertainment, art and culture activities.

Changzhou Jiahong Store has recently undergone an expansion to an enlarged gross floor area of approximately 46,800 sq metres, which cements the next phase in Golden Eagle's retail story, expanding the stores into lifestyle centres. This next generation of stores underlines Golden Eagle's strategy to enhance the customer experience by understanding the changing needs of the Chinese consumer, catering to local aspirational tastes through international standards.

Mr. Roger Wang, Chairman, Golden Eagle Retail Group, commented:

"We are very excited to be announcing the launch of our Jiahong lifestyle centre, which marks the continued evolution in the Golden Eagle story. Golden Eagle has long been at the forefront of China's mid- to high-end department store sector, having established a leading market position in Jiangsu Province, one of China's fastest growing regions.

Golden Eagle listens to our customers and we adapt our offer based on their changing needs, through our local know-how and international vision and experience. As we enter the year of the Horse, we look forward to updating the market on the continued roll-out of our lifestyle centres."



Jiahong lifestyle centre is located in a prime location in Changzhou, Jiangsu Province. The expansion of Jiahong Store into a lifestyle centre has led to an enhanced and expanded offer to Golden Eagle customers. This includes China's first shopping centre aquarium, a 3D art gallery, a robot exhibition that spans a cross-generation of animation icons and an entertainment area for children. Jiahong Store is also home to Changzhou's largest premium-end supermarket, offering gourmet imported products.

Over the last year Golden Eagle has introduced a number of initiatives to enhance customer experience including the introduction of POS payment system and WIFI coverage in all Golden Eagle stores. The Company has also continued the expansion of its Loyalty Program to provide more value-added services to its customers, including but not limited to retail, hotel, car and property.

About Golden Eagle Retail Group

Golden Eagle Retail Group Limited is China's leading department store operator and owner. From a single store opening in Nanjing in 1996, Golden Eagle now operates a network of 26 quality department stores in prime locations across four provinces and one municipality – Jiangsu, Anhui, Shaanxi, Yunnan and Shanghai. By introducing international brands to its major chain stores, Golden Eagle is seen as the 'gateway to retail China' for international brands. Through high quality and customized services, the Company has gained over one million loyal customers which contributed approximately 55% of total gross sales proceeds of the Group in the first half of 2013.

For more information, please visit www.geretail.com. For media enquiries, please contact:

Kreab Gavin Anderson

Vianna Yau/ Joyce Lam

Phone: +852 3753 6023/+852 3753 6030

Email: goldeneagle@kreabgavinanderson.com

** This press release is distributed by Kreab Gavin Anderson on behalf of Golden Eagle Retail Group.*

--- END ---