

For Immediate Release



China Outfitters Announces New Joint Venture to Develop the Manhattan Brand in the Greater China Region

Further diversifying product portfolio to generate growth

HONG KONG, 27 April, 2012 – China Outfitters Holdings Limited (“China Outfitters” or “the Company”, Stock Code: 1146), a fast-growing apparel design, manufacturing, marketing and sales company that provides a wide range of men’s casual wear in the People’s Republic of China (PRC) under recognised international brands targeted at consumers in the mid-to-high income bracket, is pleased to announce that the Company has entered into an Agreement with Perry Ellis International to establish a Joint Venture Company to conduct the Manhattan business and develop the Manhattan brand in the Greater China region.

Pursuant to the Agreement, the Joint Venture Company will be majority-owned by the Company. China Outfitters will manufacture and distribute a full lifestyle offering encompassing dress shirts, sweaters, trousers, jackets, suits, sport coats, leatherwear, trench coats and down garments.

The Company aims to launch Manhattan men's products in the fall/winter season of 2012 through the Joint Venture Company and to further develop the brand in the Greater China Region by opening more than 160 Manhattan shops within the best department stores under the shop-in-shop concept by the end of 2017 subject to business conditions.

Manhattan, a brand with a rich history dating back 150 years to the original Manhattan Shirt Company, continues to stand for high quality and fashionable men's shirts and sportswear.

Peter Lo, Chairman and Executive Director of China Outfitters Holdings Limited, commented, “The Transaction will be a good investment opportunity for us as it fits the Group's strategy of diversifying its product portfolio. Manhattan is a widely recognized and highly regarded brand with a rich history and strong association with the metropolitan New York lifestyle that we believe will be well received by the Asian consumer.”

George Feldenkreis, Chairman and CEO of Perry Ellis International, commented, "This agreement and our expansion drive into Greater China marks a major milestone for Perry Ellis

International and we could not have picked a stronger partner than China Outfitters to develop the Manhattan brand. They have a demonstrated the ability to build brands and are in an extremely strong financial position."

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About China Outfitters Holdings Limited

China Outfitters Holdings Limited (Stock Code: 1146) is a fast-growing, menswear-focused apparel design, manufacturing, marketing and sales company in the PRC. The Company's wide range of menswear offerings primarily include smart casual and leisure wear, as well as accessories, and are offered under a number of internationally renowned, mid-to-high end brands. The iconic, sought-after brands under license include JEEP and Santa Barbara Polo and Racquet Club, two of the Top 10 retail selling mid-to-high end men's casual wear brands in the PRC in 2010 (Source: Euromonitor). Moreover, the Company sells products under its self-owned brand, London Fog and Doright.

About Perry Ellis International

Perry Ellis International, Inc. is a leading designer, distributor and licensor of a broad line of high quality men's and women's apparel, accessories and fragrances, as well as select children's apparel. The Company's collection of dress and casual shirts, golf sportswear, sweaters, dress pants, casual pants and shorts, jeans wear, active wear, dresses and men's and women's swimwear is available through all major levels of retail distribution. The Company, through its wholly owned subsidiaries, owns a portfolio of nationally and internationally recognized brands.

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