

F J BENJAMIN HOLDINGS LTD
(Company Registration No.: 197301125N)

INCORPORATION OF SUBSIDIARY IN MILAN, ITALY

The Board of Directors of F J Benjamin Holdings Ltd (the “Company”) wishes to announce the incorporation of a wholly owned subsidiary – F J Benjamin Italy S.R.L. (“F J Benjamin Italy”) in Milan, Italy by Benmark Pte Ltd (wholly owned subsidiary of the Company). F J Benjamin Italy was incorporated with a paid up capital of EUR10,000.

F J Benjamin Italy’s principal activity will be to promote, market, and represent, including retail activity, fashion apparel and accessories for the Group, both in Italy and internationally.

The incorporation of the entity was funded through the Group’s internal resources and is not expected to have any material impact on the consolidated earnings per share or on the consolidated net tangible assets per share of the Company for the financial year ending 30 June 2012.

None of the Directors or substantial shareholders of the Company has any interest, direct or indirect, in the incorporation of F J Benjamin Italy.

BY ORDER OF THE BOARD

KAREN CHONG
Company Secretary
9 September 2011