



FJ BENJAMIN

F J BENJAMIN EXPANDS IN-HOUSE BRAND RAOUL INTO THE PHILIPPINES

- *First RAOUL store in the Philippines to open in Manila in March this year*

SINGAPORE, 16 January 2009 – F J Benjamin, Singapore’s leading fashion and lifestyle group, today announced a franchise agreement to expand its successful in-house fashion brand, RAOUL into the Philippines.

The five-year agreement was signed today with Stores Specialists, Inc. (SSI), a unit of Philippines’ leading wholesaling and retailing conglomerate Rustan Group. Under the agreement, SSI will open four RAOUL stores in Manila by 2011.

The first store will be launched in March in Greenbelt 5, a high-end mall in Makati, Manila’s central business district. Another two stores are slated to open by the end of this year, followed by one more in 2011.

SSI will have the exclusive right to market and sell RAOUL clothing and accessories in the Philippines. It also has an option to extend the franchise agreement for another three years after it expires on 31 October 2013.

Nash Benjamin, CEO of F J Benjamin Holdings, said: “This agreement demonstrates the strength and international appeal of the RAOUL brand. Through this partnership with SSI, a premier retailer with a stellar track record, we are well-positioned to replicate the success of the RAOUL brand we have had in the region in the Philippines.”

The Philippines deal is the second for RAOUL after it signed a franchise agreement in the Middle East with the Apparel Group in 2005.

Stores Specialists, Inc. Executive Vice President Anthony T. Huang commented, “We are truly excited with the arrival of RAOUL in Manila. The local market has refined its fashion sense considerably over the past decades, and are now always on the look out for new quality and stylish products. Once again, this partnership is part of our mission as a retailer to bring the best brands of the world to the Philippines.”

SSI was established in 1988 and has since built a formidable track record in fashion retailing, representing over 50 brands including many of the world’s top labels such as Bottega Veneta, Burberry, Dunhill, Ermenigildo Zegna, Gucci, Hugo Boss, Polo Ralph Lauren, Prada, Salvatore Ferragamo and Yves Saint Laurent. It operates more than 250 stand-alone stores spread over 250,000 square feet of prime retail space.

Douglas Benjamin, CEO for F J Benjamin Singapore and Creative Director for RAOUL, said: “The move into the Philippines is in line with our long-term vision of transforming RAOUL into a global fashion brand. The Philippines is an ideal market as some two-thirds of its population are under 30 years of age. This demographic fits well into RAOUL’s appeal to the trendy executives looking for style, quality and affordable pricing.”

RAOUL was developed in-house by F J Benjamin and launched in Singapore in 2002. It first started as a men’s shirt brand offering high quality business shirts at competitive prices. In recent years, demand from customers led it to diversify into ladies wear, leather shoes and bags and accessories.

In the last six years, RAOUL’s retail footprint has grown from a single store in Millenia Walk, Singapore, to 34 stores spanning Singapore, Malaysia, Thailand, Indonesia, Dubai and Bahrain.

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About F J Benjamin Holdings Ltd (www.fjbenjamin.com) – F J Benjamin Holdings Ltd is a leader in building brands and in developing retail and distribution networks for international luxury and lifestyle labels across Asia. Its portfolio includes Banana Republic, CELINE, Gap, GUESS, La Senza, Paint 8, RAOUL, Sheridan, Valentino and timepiece brands such as Bell & Ross, Girard-Perregaux, JeanRichard, Marc Ecko, Nautica, Nike and Victorinox Swiss Army. It also has an interest in the award-winning St James Power Station.

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