

ROBINSONS

PRESS RELEASE

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ROBINSONS SPRING SUMMER 2009 EXCLUSIVE MEN'S RANGE

BLEND®

Blend , one of Europe's largest fashion houses, announced a progressive initiative designed recently to meet the growing market need for affordable, but high-end, denim.

Recognizing that the fashion market has been dramatically affected by the global economy, yet premium denim is still in high demand. Blend has focused its efforts on ramping up the quality, production and design of their denim line, and has brought in a powerhouse team to infuse their designs with modern craftsmanship that rivals that of other premium denim brands.

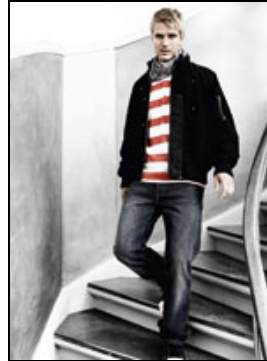
BLEND targets a clearly defined group of self-confident consumers with spending power. They're young — or at least, they feel and dress that way. And they compose their wardrobe based on three different mind-sets; three different moods.

Free & Easy - This is the soul of our brand — trustworthy fashion that's free, easy, relaxed and that lets our consumers express their uniqueness without calling too much attention to themselves.

Daring Spirit - Sometimes the BLEND consumer is in the mood to push the boundaries a little. They want to stand out and to take their style a few steps beyond safe fashion. That's what Daring Spirit is all about.

Classic Cool - These styles are for the consumer who wants to dress up a little, but still feel young and contemporary.

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About Robinsons

The Robinson Group, Singapore manages three retail entities that trade under the following brands – Robinsons, John Little and Marks & Spencer and standalone boutiques Coast, Trucco and Fat Face. Robinsons opened its doors in Kuala Lumpur on the 26th September 2007 at The Gardens, Mid Valley City. The 110,000 sq.ft, 3-level store boasts chic, modern fit-outs packed with exclusive international and local labels, great value merchandise all in the midst of lavish personalized services.

The Robinsons store at The Gardens was awarded first prize at the Institute of Store Planners 2007 Store Design awards, New York, for a new or completely renovated specialty department store category. The entry in this very prestigious event beat 173 other entries from across the world.