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MAINLAND HEADWEAR HOLDINGS LIMITED

飛達帽業控股有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 1100)

APPOINTMENT OF CHIEF OPERATING OFFICER

The board of directors (the “Board”) of Mainland Headwear Holdings Limited (the “Company”) announces that with effect from 8 September 2012, Ms. Maggie Gu (“Ms. Gu”), an Executive Director of the Company, has been appointed as Chief Operating Officer of the Company.

The Board is pleased to announce that Ms. Gu has been appointed as Chief Operating Officer of the Company with effect from 8 September 2012.

Ms. Maggie Gu, aged 35, first joined the Company in May 2003 to May 2008 and rejoined as Sales and Marketing Director in February 2009. On 1 February 2012, Ms. Gu was appointed as Executive Director of the Company. She studied in the United States of America, and graduated from the California State University Fullerton, with the degree of Bachelor of Arts in Communications. She managed the global marketing department with a reputable media company in US before she resumed to Hong Kong. She is now in charge of the Sales and Marketing department of the Company, responsible for the strategy formulation and overseeing the Company’s daily operations.

By Order of the Board
Ngan Hei Keung
Chairman

Hong Kong, 7 September 2012

As at the date of this announcement, the Board comprises nine directors, of which four are Executive Directors, namely Mr. Ngan Hei Keung, Madam Ngan Po Ling, Pauline, Mr. James Scott Patterson and Ms. Maggie Gu; two Non-executive Directors, namely Mr. Tse Kam Fow and Mr. Andrew Ngan; and three are Independent Non-executive Directors, namely Mr. Leung Shu Yin, William, Mr. Lo Hang Fong and Mr. Liu Tieh Ching, Brandon, JP.

**For identification purpose only*