



Joint Press Release

CAFÉ DE CORAL ACQUIRES MIX™ THE FIRST AND LARGEST HEALTHY CONCEPT RESTAURANT CHAIN IN HONG KONG



Hong Kong, August 27, 2010

On the 20th of August 2010, Café de Coral Group (“the Group”, SEHK:0341) acquired 100% of MIX™ from the Bluebell Group, who was advised by Palazzari & Turries on this transaction.

MIX™ is a chain of casual concept restaurants well established at premium locations in Hong Kong since 2003, appealing to a consumer group of healthy lifestyle. It has built up a strong brand equity and loyalty amongst its customers for its innovative juice offerings and smoothies, together with a wide array of highly recognized and nutritionally balanced wrapps, salad, and gourmet sandwiches.

Mr. Michael Y. K. Chan, Chairman of Café de Coral Group remarked,

“The acquisition will enhance the diversification of our food & catering business, and will add a new dimension to our market coverage. Leveraging on our depth of management resources and experience, I am confident to add synergistic value to this acquired business.”

Mr. Eric Douilhet, Chief Executive Officer of Bluebell added,

“Bluebell, during the last 7 years, has established MIX™ as undisputable and unchallenged leader on the healthy lifestyle restaurant category. The brand can now envisage a bright future within the Cafe de Coral group, which will bring its specific expertise in order to expand the concept up to new frontiers.”

Mr. Fabrice Turries, Partner of Palazzari & Turries concluded,

“Following the amazing development of the MIX™ original and genial concept by Bluebell, the acquisition by Café de Coral starts a new era of great opportunities for MIX™, in Hong Kong and beyond. MIX™ continues its incredible success story, as Hong Kong can nourish.”

*
* *

Café de Coral Group

Following the acquisition, Café de Coral Group will have 296 restaurant units in Hong Kong. Together with 96 operating units in China and the other 164 restaurant under its management in U.S.A. and Canada, the Group now manages 556 operating units globally, making it the largest Chinese quick service restaurant (QSR) operator around the world. Other well known restaurant brands under the management of the Group include *The Spaghetti House, Oliver’s Super Sandwiches, Expressamente illy, Manchu Wok* and *Asia Pacific Catering*.

Cafe de Coral Group
www.cafedecoral.com

The Bluebell Group

The Bluebell Group specializes in the distribution of luxury lifestyle products including fashion, accessories, perfumes and cosmetics, leather goods, home ware and F&B throughout Asia. Starting back in the late 1940s as a seller of perfumes and assorted luxury goods in the duty-free markets of the Far East, it has developed extensive marketing, wholesale, retail and logistics expertise in luxury goods, with over 500 points of sales in China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Singapore, Taiwan and Thailand.

Bluebell distributes more than 50 brands, such as *Moschino, Paul Smith, Kenzo, JM Weston, Jimmy Choo, Alessi, Davidoff, Bulgari* and *Gucci* fragrances, etc, directly or through joint-ventures.

Among others, the Group has established joint-ventures with *Jimmy Choo* in Japan and Hong Kong, *Coty Prestige* in Japan, and *JM Weston* in Hong Kong.

Bluebell Group
www.bluebellgroup.com



Palazzari & Turries

Palazzari & Turries is an M&A advisory firm based in Hong Kong and Milan specializing in advising companies and entrepreneurs in structuring and developing their investment and business activities in Hong Kong, China and Asia.

Palazzari & Turries provides strategic custom made solutions in leading medium size M&A operations, industrial and financial joint ventures and alliances, for various types of projects, mainly between Europe and Asia.

Palazzari & Turries is also participated by Tamburi Investment Partners (TIP), an investment merchant bank listed on the Italian Stock Exchange.

Palazzari & Turries
www.palazzari.com

PRESS CONTACTS

Bluebell

Ms. Florence HUI

T : +852 2968 7308

E : FHui@bluebellgroup.com

Cafe de Coral Group

Ms. Lucia L S CHEUNG

T : +852 2601 7842

E : luciacheung@cafedecoral.com

Palazzari & Turries

T : +852 2525 9500

E : info@palazzari.com