



Jackie Chan

Celebrates Brand's 3rd Anniversary

2005 fall & winter collection

Christened "The Legend"

Hong Kong, April 7, 2005 - *Jackie Chan*, a brand owned by superstar Mr Jackie Chan and managed by C&R International, today celebrates its 3rd anniversary of launch. Currently included in the brand's fast expanding product offerings are menswear, childrenwear, accessories, headwear, timepieces, toys and new component JC Flavor food and beverages.

Jackie Chan was founded by Mr Jackie Chan along his vision of building a brand of the Chinese. As a Chinese himself, it is his dream to take this brand of the dragon from its motherland to the world.

Jackie Chan menswear collection targets men of age 25 to 45. The 2005 fall and winter collection was created by the brand's chief design consultant Mr Alan Chu. Christened "**The Legend**", the menswear collection comprises four stories, namely "The Legend of the Dragon", "Enter the Dragon", "Decedents of the Dragon" and "The Legend Continues".

"**The Legend**" stories play on such bold design icons as motifs and the royal yellow color tone of the dragon robe, and an updated version of the Chinese national costume. Aspired by Mr Jackie Chan's widely popular movie "Police Story", the collection also has a line using police uniform elements on a greyish blue palette.

While reflecting *Jackie Chan*'s Chinese heritage, "**The Legend**" is also a continuation of the brand's quest for top quality in terms of fabric, craftsmanship and design.

Jackie Chan Collection



Business Highlights



JC Kids

After its introduction in the fall and winter season of 2004, JC Kids has developed rapidly in the US market. Managed by A&M Continental Fashion Inc., this children's line is now carried on a distribution network of over 40 points in the US. The fall and winter 2005 series features rich colors and prints, for the kids to mix and match to create their own cool look.

JC Headwear

Jackie Chan appointed Hillrich Headwear Company Limited in 2004 as the sole licensee for the headwear line. Hillrich Headwear commands 20 years of experience in the original design manufacturing of high quality headwear. In addition to the widely popular cap styles, *Jackie Chan* also explores into the use of exotic fabrics to bring "top-class" delights to JC followers in Japan, the US and China.

JC Flavor

JC Flavor is scheduled for launch in the second half of 2005, with a debut series of oatcakes, cookies and chocolates, jointly produced by *Jackie Chan* and Scottish house Walkers Shortbread Ltd., Australian confectionery manufacturer Blue Farm Company Ltd. and Italian chocolate specialty producer Venchi (formerly Cuba Venchi). JC Flavor brings to consumers healthy tastes from around the world.

Jackie Chan's offerings also include footwear, accessories, timepieces, eyewear and toys, which are now marketed in China, the US, Taiwan, Korea, Japan, Singapore, Malaysia and Thailand.

About Tide Mark

Tide Mark Enterprise Ltd is a subsidiary of the JC Group, formed to manage and develop the *Jackie Chan* brand, a patent created by Mr Jackie Chan. The *Jackie Chan* patent is solely owned by Tide Mark.

About C&R International

C&R International (Holdings) Limited was founded in 1989 by Mr Bon Ng to tap the market opening for fine, fashionable and competitively priced leather goods. Under the founder's vision to build a vertically integrated brand management house, C&R branched into apparel and accessory operations in 1994 with a rapidly growing list of brands under management, including Swatch and Giovanni Valentino.

It is the Master Licensee of *Jackie Chan*, overseeing the brand's product development, procurement, market analysis, marketing and retail management.

The company has established a CNR Management System on the platform of the ISO9001 quality assurance system. C&R has also achieved accreditation from Lloyd's Register Quality Assurance and ISO9001:2000 for all key operations.

About Mr Alan Chu

Mr Alan Chu had participated in the artistic direction of a number of movies after his graduation from the Hong Kong Institute of Fashion Design. In 1983, he formed Basic International with an Italian partner, and has subsequently won numerous design awards in major events, including the Hong Kong Young Designers' Contest and the Montreal Fashion Fair. In the past decade, he has worked with several renowned fashion houses in the US and Europe to develop global fashion stories. Mr Chu was appointed the chief design consultant of *Jackie Chan* menswear collection in 2005.



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