



[For immediate release]

**China Seven Star Shopping Limited  
Launches Trendy Handsets on TV Shopping Platform**

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**Daily Sales Exceeds 2,000 sets      Targets to Reach 1 million Sets in 2007  
Aims to Becoming the Largest Shopless Handset Retailer in the PRC**

(Hong Kong, 28 January 2007) – China Seven Star Shopping Limited (“China Sevenstar” or “the Group”)(stock code: 245), one of China’s largest TV shopping enterprises, announced satisfactory performance of its newly established handsets sales business. Commencing only from early January 2007, China Sevenstar has achieved daily handsets sales exceeding 2000 pieces, successfully built a shopless sales channel for handsets and digital products in the PRC.

China Sevenstar is a large-scale retailer that offers 24-hour shopping through TV channels, newspapers and related medium. Starting from early January 2007, the Group, through its extensive platform, began to sell trendy handsets of CECT, a PRC popular brand, and received tremendous market response. Geographically China Sevenstar covers 85% of China’s TV household audience through 25 satellite TV channels and markets diversified products with a corporate image of “Healthy, Trendy, Convenient and Economical”.

Mr. Ni Xinguang, Chairman of the Group, said, “We are continuously seeking to diversify product offerings to help us realize the goal of providing the most pleasant shopping platform and also most choices to our consumers. Leveraging our powerful shopping platform, in the near term we plan to launch more than 20 new handset models for at least 5 brands, each of unique style, feature and function. We aim to sell over a million handsets in 2007 and have full confidence in growing the Group’s electronics division into PRC’s largest shopless handset retailer in the long run.”

According to the “Online Research Report of 2006 China IP Brand” released by a national authority, the number of China handset users will reach 630 million by the end of 2007, and 200 million domestic customers are expected to replace their handsets this year, demonstrating huge potential for the PRC handset retail market.

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**About China Seven Star Shopping Limited**

China Sevenstar is one of the largest players in the PRC TV shopping market. On an integrated platform of television commercials, call centers and sales outlets, China Sevenstar sells and distributes a great variety of consumer products including cosmetics, kitchenware, health food, digital and electronic products, fitness equipment and learning products, etc.

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