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FOR IMMEDIATE RELEASE

**LF USA ANNOUNCES LICENSING AGREEMENT WITH REBECCA MOSES
FOR REBECCA MOSES HEART SOUL STYLE BRAND**

New York, N.Y., June 18, 2009 – LF USA, a subsidiary of Hong Kong-based Li & Fung Limited, announced today that it has signed a licensing agreement with Rebecca Moses to manufacture and distribute the Rebecca Moses Heart Soul Style brand.

Together, the two parties will work to develop and launch the Rebecca Moses Heart Soul Style brand. Rebecca Moses will oversee the creative direction of the brand from Italy with fitting and technical support in New York, while LF USA will bring extensive sourcing and distribution resources.

The Rebecca Moses Heart Soul Style apparel collection will offer women chic, versatile, accessible clothes. The brand will be housed under LF USA's Oxford Collections division which specializes in designing, developing and supplying fashion apparel to national retailers.

"I'm extremely pleased to be partnering with Oxford and LF USA as their expertise and resources will be invaluable in realizing the full potential of the brand," said Rebecca Moses, Designer and Founder of Rebecca Moses Heart Soul Style. "This new collection

is designed to specifically address the large white space that exists between fast fashion and luxury. It will transcend trends, age and seasons offering smaller, precise item-driven concepts with long term value.”

This is the second licensing deal for Rebecca Moses and LF USA. In January 2008, she entered into a multi-faceted home license with LF USA’s Homestead division which launched nationwide at Macy’s this spring and is also based on the designer’s core philosophy that true style has nothing to do with money.

“Rebecca is known for her classic lifestyle clothing designs for the luxury sector. She is a highly regarded international designer who understands the dynamics of today’s fashion business,” said Rick Darling, President of LF USA. “We are excited to be partnering again with Rebecca as she continues to create innovative designs that address the needs of the new retail landscape.”

About LF USA

LF USA, a group trademark of The Millworks Trading Co., Ltd., is a subsidiary of Li & Fung Limited, the world’s leading sourcing company for consumer goods, managing the supply chain for retailers and brands worldwide. Headquartered in Hong Kong, the Group services its customer globally through a sourcing network of over 70 offices and 40 countries and territories. Corporate website: www.lifung.com.

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