

FOR IMMEDIATE RELEASE

**LF USA AND STAR BRANDING PARTNER TO
CREATE NEW BRANDS POWERED BY
MUSIC, ENTERTAINMENT AND SPORTS PROPERTIES**

New York, July 8, 2010 – LF USA, a subsidiary of Hong Kong-based multinational Li & Fung Limited, the global consumer goods exporter, today announced that it has formed a new company with Star Branding that will focus on creating lifestyle brands inspired by the powerful connections between consumers and the worlds of music, entertainment and sports. Partners in Star Branding, Tommy and Andy Hilfiger, Bernt Ullman and Joe Lamastra, will infuse the new brands with their unique sense of fashion and popular culture.

The new venture, called MESH (Music Entertainment Sports Holdings), will combine LF USA's strength in building global brands supported by its global sourcing network and distribution resources, and Star Branding's expertise in fashion and licensing opportunities inspired by music, entertainment and sports celebrities.

MESH expects to announce its first project in the near future: a rock-inspired denim brand of men's, women's and children's apparel to be distributed through department stores. MESH is also actively discussing other opportunities to build retail partnerships combined with top entertainment figures.

“By building on the iconic cultural forces of music, entertainment and sports, we will create new concepts that will appeal to all levels of consumers,” said Rick Darling, President of LF USA. “We will be highly strategic in pursuing these opportunities – partnering with high-profile celebrities, targeting the right distribution channels, and tapping into the vision and energy of the Star Branding team.”

“MESH is the result of recognizing the power of all forms of entertainment on the fashion conscience of consumers. Nobody understands this better than the Star Branding team,” stated Bruce Rockowitz, President of Li & Fung (Trading) Limited. “We look

forward to the many exciting concepts that we will roll-out across all distribution channels.”

“Music has always been at the core of my DNA. MESH will infuse iconic rock style into entertainment-related and sports products through artist licenses and partnerships; as well as develop a portfolio of proprietary music and fashion brands,” said Tommy Hilfiger.

About LF USA

LF USA is a subsidiary of Li & Fung Limited, the Hong Kong headquartered multinational export group and is recognized as the world's leader in consumer goods design, development and sourcing. From over 80 offices in the United States, Europe, Africa and Asia, the Group manages the supply chain for retailers and brands worldwide and sources from more than 40 economies. Corporate website: www.lifung.com

About Star Branding

Star Branding is owned by Tommy Hilfiger, Andy Hilfiger, Bernt Ullmann, and Joseph Lamastra. Through strategic thinking, management, consulting and licensing, Star Branding enables clients to develop authentic global lifestyle brands fusing music, entertainment and fashion. The group harnesses the traits and characteristics that make our clients unique and develop a brand DNA that is shared across many products, such as apparel, footwear, jewelry, accessories, and fragrance. Star Branding oversees the process from start to finish to ensure quality, consistency, and authenticity.

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