

**For Immediate Release**

**LF USA ACQUIRES BEYOND PRODUCTIONS, LLC**

**Beyoncé and Tina Knowles Join LF USA's Fashion and Entertainment  
Brand Portfolio**

New York, N.Y., January 25, 2011 – LF USA, a subsidiary of Hong Kong-headquartered multinational Li & Fung Limited, the multinational consumer goods export and logistics group, today announced that it has acquired Beyond Productions, LLC. Led by international superstar Beyoncé and Tina Knowles, Beyond Productions is a leading designer and licensor of women's fashion apparel and accessories whose brands include House of Deréon, Deréon, Curvelicious, and Miss Tina. LF USA also announced that it has entered into an endorsement agreement with Beyoncé for House of Deréon and Deréon.

Driven by the fashion vision of Beyoncé and Tina Knowles, Beyond Productions was founded in 2004 in partnership with Jason and Arthur Rabin to bring trend-setting style to fashion conscious women everywhere. The Company's well-known brands include ready-to-wear, casual sportswear, denim, outerwear, handbags, footwear, and other accessories which are distributed through traditional and mid-tier department stores, mass merchants and specialty stores worldwide.

"A true music and entertainment icon, Beyoncé's fashion influence extends beyond the stage. Together, Beyoncé and Tina, who are known for their trend-setting style and creative vision, have built one of the fastest growing portfolios of brands in the fashion industry," said Rick Darling, President of LF USA. "Adding these influential brands to LF USA broadens our range of offerings for the retail channel, and further strengthens our position as an innovative, design-driven company. We are excited to welcome Beyoncé, Tina and the entire Beyond Productions team to LF USA."

Beyond Productions will be part of LF USA's Fashion Brands division which includes top fashion and entertainment names such as Jennifer Lopez, Marc Anthony and Rachel Zoe. Beyoncé and Tina Knowles will work closely with LF USA to expand the brands into new categories and distribution channels.

“LF USA is known and respected for helping to grow great brands by putting their resources and distribution strengths behind the creative inspiration of the brands’ management teams,” said Tina Knowles, Creative Director of Beyond Productions. “Sharing our fashion vision with consumers has been a dream come true for us, and we look forward to working with LF USA to take our brands to new heights.”

LF USA currently holds a licensing agreement with Beyond Productions for childrenswear through its Kids Headquarters division, which the Company acquired from Jason and Arthur Rabin in 2009.

**About LF USA**

LF USA is a subsidiary of Li & Fung Limited, the Hong Kong-headquartered multinational consumer goods export and logistics group; is recognized as the world's leader in consumer goods design, development, sourcing and distribution. From over 140 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. It also operates an extensive integrated distribution network serving a portfolio of customers. Corporate website: [www.lifung.com](http://www.lifung.com)

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