



For Immediate Release

250<sup>th</sup> Circle K Store Opens at Wong Tai Sin  
*Company targeting network of 300 stores in Hong Kong*

Hong Kong, 13 December 2006 - Convenience Retail Asia Limited ("CRA" or "the Group"; SEHK stock code: 8052), operator of the Circle K convenience stores in Hong Kong and on the Chinese Mainland, announced that the 250<sup>th</sup> Circle K store today officially opened at G/F, Hsin Kuang Centre, 120 Lung Cheung Road, Wong Tai Sin – making Circle K the biggest company owned and managed retail store chain in Hong Kong.

With a network of 250 stores, Circle K Hong Kong has an average daily customer traffic count of over 600,000. Every one of the Circle K stores is 100% company owned and managed, making it possible for the brand to maintain the highest levels of customer service and operational efficiency. Leading in innovative promotions and quality customer services, the company credo of "speed, tidiness and friendliness" has consistently set new benchmarks for service standards over the years.

The milestone store opening was marked by a ribbon cutting ceremony officiated by Mr. Richard Yeung, Chief Executive Officer of Convenience Retail Asia Limited, the entity listed in the Growth Enterprise Market of the Stock Exchange of Hong Kong Limited which owns and operates Circle K stores.

"The 250<sup>th</sup> store opening not only sets a milestone in the Circle K store network expansion plan, but also paves the way for the achievement of our next target - operating 300 stores in Hong Kong," said Mr. Richard Yeung after the ribbon-cutting ceremony.

In order to commemorate the occasion, Circle K will donate HK\$250,000 to Heifer International – Hong Kong on behalf of "Circle K customers" in appreciation of their patronage and loyalty. Heifer International – Hong Kong is dedicated to easing rural poverty in the Chinese Mainland by providing gifts of farm animals to impoverished peasant families to help them become self-reliant.

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## **About CRA**

*Convenience Retail Asia Limited (CRA, SEHK stock code: 8052), a member of Li & Fung Retailing, is engaged in the operation of one of the leading convenience store chains in Hong Kong under the brand name of Circle K. The Circle K store chain in Hong Kong comprises 250 company-owned-and-managed stores as of 13 December 2006.*

*In October 2002, CRA established Convenience Retail Southern China Limited in joint venture with Guangzhou Grain Group Limited and Shanghai Shenhong Corporation to develop the South China market. As of 13 December 2006, 50 Circle K stores were in operation in Guangzhou and eight stores in Dongguan and two stores in Shenzhen. In Macau and Zhuhai, there were a total of 21 sublicensed Circle K stores are in operation. Excluding Hong Kong, there were 81 stores in the Pearl River Delta Region. (CRA website: [www.cr-asia.com](http://www.cr-asia.com))*

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## 250th Circle K Store Opens at Wong Tai Sin



Picture 1: The 250th Circle K store opening was marked by a ribbon cutting ceremony officiated by Mr. Richard Yeung (*Middle*), Chief Executive Officer of Convenience Retail Asia Limited; Mr. C.K. Pak (*Left*), Managing Director of Convenience Retail Asia Limited and Ms. Fong Kam Lin (*Right*), Store Manager of Circle K Convenience Store.



Picture 2: Mr. Richard Yeung (*Left*), Chief Executive Officer of Convenience Retail Asia Limited, presented the cheque of HK\$250,000 donation to Mr. Antony Leung (*Right*), Chairman of Heifer International - Hong Kong.