



## China Pub Company

### PRESS RELEASE

#### China Pub Company Launches Greater China Expansion

On the 8th April 2008 China Pub Company plc (CPC) launched its anticipated expansion programme in Greater China with CPC management gathering in Shanghai to celebrate the opening of an American-themed sports bar in the heart of the vibrant Pudong business and residential district.

Conveniently located between Jinqiao and Lujiazui and a short trip from Century Park Metro station, Pudong *Malone's*, promises to be the emerging district's premier food and beverage outlet and is located around a classic open-air plaza in the multi-level Thumb Plaza.

Occupying 9,000 square feet extending over three levels and duplicating a concept that has proven successful over a decade at *Malone's* Puxi, namely great food, international brand ales and beers, a dedicated games area, and unparalleled friendly service, Shanghai residents and visitors can now enjoy another of the city's outstanding bar and dining outlets.

As Pudong continues to develop at breakneck speed and attract investment by an increasing number of Chinese and multinational companies, *Malone's* Pudong provides patrons with the chance to enjoy a friendly, service-efficient and distinctly Western-style entertainment environment.

China Pub Company Hong Kong Director, Paul Watt, stated: "Greater China is currently experiencing unprecedented economic development and Shanghai is a jewel in the crown with its rapidly rising Chinese middle class. The strength of the *Malone's* brand and the style and theming of this new outlet leaves our management confident that we are ideally positioned to leverage our success and maximise future opportunities across Greater China well into the future".

CPC has an option to launch up to 20 *Malones* outlets under license with the brand owners who are established bar and restaurant owners/managers in China. CPC also owns two successful pubs in Hong Kong: the *Junk Pub* and the *Bull & Bear*, both located in the city's nightlife and entertainment precinct, Wanchai. The company's world-famous registered

Hong Kong icon, the Chinese junk, *Duk Ling*, routinely features sailing in Victoria harbour in movies, tourist brochures and advertisements.

2008 celebrates both the first anniversary of China Pub Company as a plc and its listing on the Channel Islands Stock Exchange

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