



To: Business Editor

For immediate release

FRANCHISING FOR 7-ELEVEN SOUTHERN CHINA

14th September 2006 – Dairy Farm announced that its joint venture operation, 7-Eleven Southern China, will open its first franchise store today in Shenzhen. The franchise model of operation is already highly successful in Hong Kong, where there are over 300 franchised 7-Eleven stores.

Commenting on this development, Ed Chan, Dairy Farm's Regional Director for North Asia, said, "We are delighted to have the government's approval to open our first franchise store in Shenzhen. We believe the community will benefit from the introduction of the franchise programme, and we look forward to sharing our experience with new franchisees."

7-Eleven Southern China already operates 253 company-owned stores, and plans to add substantially to this number by taking advantage of franchise opportunities throughout the region. 7-Eleven is operated via a joint venture, Guangdong Sai Yi Convenience Stores Limited, in which Dairy Farm holds a 65% interest.

Dairy Farm is a leading pan-Asian retailer. At 30th June 2006, the Group and its associates operated 3,343 outlets – including supermarkets, hypermarkets, health and beauty stores, convenience stores, home furnishings stores and restaurants; employed 62,000 people in the region; and had 2005 total sales of US\$5.5 billion. Dairy Farm is a member of the Jardine Matheson Group.

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This and other Group announcements can be accessed through the Internet at "www.dairyfarmgroup.com".

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