

The Stock Exchange of Hong Kong Limited (the "Stock Exchange") takes no responsibility for the contents of this announcement, makes no representation as to its accuracy or completeness and expressly disclaims any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



CHINA SEVEN STAR SHOPPING LIMITED
中國七星購物有限公司

(Incorporated in Hong Kong with limited liability)
(Formerly known as Landune International Limited)
(Stock Code: 245)

CHANGE OF COMPANY NAME

At the EGM of the Company held on 5 December 2006, the Shareholders passed a special resolution to change the name of the Company from "Landune International Limited" to "China Seven Star Shopping Limited". The certificate of change of name of the Company was issued by the Registrar of Companies of Hong Kong dated 22 December 2006 evidencing the change of name of the Company with effect from 22 December 2006.

The change of name of the Company will not affect any of the rights of the existing Shareholders. The share certificates bearing the name of Landune International Limited will continue to be evidence of title and valid for trading, settlement and registration purposes.

Trading of the shares of the Company under the new short name CHINA SEVENSTAR (中國七星購物) will commence on 29 December 2006.

Reference is made to the announcements of China Seven Star Shopping Limited (formerly known as Landune International Limited) (the "Company") dated 24 October 2006 and 5 December 2006, and the circular dated 13 November 2006 (the "Circular"). Unless otherwise defined, capitalised terms used herein shall have the same meaning as in the Circular.

The Board is pleased to announce that subsequent to the passing of a special resolution to change the name of the Company at the EGM held on 5 December 2006 and the issuance of a certificate of change of name of the Company by the Registrar of Companies of Hong Kong ("Companies Registry") dated 22 December 2006, the name of the Company has changed from Landune International Limited to China Seven Star Shopping Limited, and from 藍頓國際有限公司 to 中國七星購物有限公司 in Chinese, with effect from 22 December 2006 ("Effective Date"). The Company had made the necessary filings at the Companies Registry regarding the change of company name.

The change of company name is to signify the Company's engagement in the business of retailing and whole-selling of consumer products and television shopping in the PRC under the Seven Star Trademark. Trading in the shares of the Company on the Stock Exchange under the new short name CHINA SEVENSTAR (中國七星購物) will become effective on 29 December 2006.

The change of name of the Company will not affect any of the rights of the existing Shareholders. The share certificates bearing the Company's existing name will continue to be evidence of title and valid for trading, settlement and registration purposes. There will not be any arrangement on free exchange of existing share certificates for new share certificates under the new name of the Company.

However, only new share certificates of the Company will be issued under the new name of the Company after the name change has become effective.

Shareholders who wish to exchange the Company's existing share certificates for new ones bearing the new name may from 9:00 a.m. to 4:00 p.m. in any business day after the Effective Date, submit their existing share certificates to the Company's share registrar, Tengis Limited, at 26/F, Tesbury Centre, 28 Queen's Road East, Hong Kong to exchange for new share certificates at the expense of the Shareholders. Share certificate exchange fee for each of the new share certificate issued is HK\$2.50 (or such higher amount as may be prescribed or allowed under the Listing Rules or the Articles of Association from time to time, whichever is higher).

By Order of the Board
China Seven Star Shopping Limited
Ni Xinguang
Chairman

Hong Kong, 27 December 2006

As at the date of this Announcement, the Board comprises Messrs. Ni Xinguang, Wang Zhiming and Ng Chun Chuen, David who are executive directors and Messrs. Chan Wai Sum, Tang Chi Wing and Lu Wei who are independent non-executive directors.