

[For immediate release]



## **Stella Appoints Mr. Pat Devaney as Senior Vice President, Manufacturing Division**

***Bringing Global Brand Expertise to Deliver Further Benefits to Customers***

Hong Kong, October 29, 2008 – **Stella International Holdings Limited** (“Stella” or the “Group”; SEHK: 1836), a leading developer and manufacturer of quality footwear products, announced today the appointment of Mr. Pat Devaney as Senior Vice President, Manufacturing Division, with immediate effect.

Mr. Devaney is responsible for managing the Group’s production and sourcing operations, supply chain, as well as engaging in the customer relationship management with worldwide brand owners. Leveraging his global exposure and outstanding industry experience, Stella will be better positioned to deliver further benefits to its esteemed customers around the world.

Mr. Devaney is a veteran in the footwear industry with more than 27 years’ experience in senior roles with key global brands. He joins Stella having held various senior positions at Deckers Outdoor Corporation, Mizuno Corporation and Reebok International. He is currently a member of the board of the American Apparel and Footwear Association.

“On behalf of the board, I would like to extend our warmest welcome to Mr. Devaney on his appointment. We are confident that Mr. Devaney will bring to the Group his extensive experience and expertise in the footwear industry.” said Mr. Jack Chiang, Chairman of Stella.

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### **About Stella International Holdings Limited**

Stella is a leading developer and manufacturer of quality footwear products and was listed on The Stock Exchange of Hong Kong Limited on 6 July 2007 (SEHK: 1836). While making casual, fashion and private label footwear for its customers and brand owners, Stella also offers a one-stop shop that combines the elements of design, development and manufacturing. Stella began its retail operation and has successfully expanded into the Chinese footwear retail market in China since 2006 through its own brands *Stella Luna* and *What For*.

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