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MAINLAND HEADWEAR HOLDINGS LIMITED

飛達帽業控股有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 1100)

APPOINTMENT OF DIRECTOR

The board of directors (the “Board”) of Mainland Headwear Holdings Limited (the “Company”) announces that with effect from 1 February 2012, Ms. Maggie Gu (“Ms. Gu”) has been appointed as Executive Director of the Company.

The Board is pleased to announce that Ms. Gu has been appointed as Executive Director of the Company with effect from 1 February 2012.

Ms. Maggie Gu

Executive Director

Ms. Maggie Gu, aged 34, first joined the Company in May 2003 to May 2008 and rejoined as Sales and Marketing Director on February 2009. She studied in the United States of America, and graduated from the California State University Fullerton, with the degree of Bachelor of Arts in Communications. She managed the global marketing department with a reputable media company in US before she resumed to Hong Kong. She is now in charge of the Sales and Marketing department of the Company, responsible for the strategy formulation and direction of global marketing and business development in US and Europe markets.

Ms. Gu did not hold any directorships in other listed companies in Hong Kong and overseas in the last three years.

Ms. Gu does not have any relationship with any other Director, senior management or substantial shareholder of the Company.

Ms. Gu has entered into an agreement with the Company for an initial term of 3 years, which may be terminated by six months notice in writing by either party. Mr. Gu's directorship will be subject to retirement by rotation and re-election at the general meetings of the Company pursuant to the bye-laws of the Company. According to the agreement, Ms. Gu is entitled to a basic remuneration of HK\$1,235,000 per annum and a discretionary year-end bonus, which is determined by reference to her duties, responsibilities and performance.

Ms. Gu has the following interests in the securities of the Company within the meaning of Part XV of the Securities and Futures Ordinances ("SFO"):

Underlying shares (number of shares)	500,000
Percentage of interest	0.13%

Ms. Gu has been granted share options under the Company's share option scheme to subscribe for 500,000 shares of the Company on 23 June 2009.

There are no other matters that need to be brought to the attention of the shareholders of the Company in accordance with Rule 13.51(2)(w) of the Listing Rules. In addition, there is no information in respect of Ms. Gu, which is required to be disclosed under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

The Board would like to take this opportunity to welcome Ms. Gu for joining the Company as Executive Director.

By Order of the Board
Ngan Hei Keung
Chairman

Hong Kong, 1 February 2012

As at the date of this announcement, the Board comprises nine directors, of which four are Executive Directors, namely Mr. Ngan Hei Keung, Madam Ngan Po Ling, Pauline, Mr. James S. Patterson, and Ms. Maggie Gu; two are Non-executive Directors, Mr. Tse Kam Fow and Mr. Andrew Ngan; and three are Independent Non-executive Directors, namely Mr. Leung Shu Yin, William, Mr. Lo Hang Fong and Mr. Liu Tieh Ching, Brandon, JP.

* *For identification purpose only*