



PRESS RELEASE

**Yue Yuen Industrial Was Selected to Join
the Hang Seng Index**

(May 9th 2003, HONG KONG) - **Yue Yuen Industrial (Holdings) Limited** ('The Group', SEHK 551), the world's largest branded athletic and casual/outdoor footwear manufacturer, is pleased to announce that the Group was selected as one of the constituent stocks of Hang Seng Index ("HSI"), effective from June 9th 2003.

Commenting on Yue Yuen's inclusion in the HSI, Mr. Tsai Chi Neng, the Chairman of Yue Yuen, said, "The Group is delighted to learn that it has been named as one of the constituent stocks of HSI, reflecting the recognition of Yue Yuen's dedicated effort to deliver consistent earnings growth and solid business performance over the last ten years. The inclusion of Yue Yuen in the Hang Seng Index also signified the growing importance of industrial company in the Hang Seng Index constituent.

We are confident that the inclusion of Yue Yuen in the HSI will further enhance the Group's presence in the international financial market. Our success can be attributed to the strength and dedication of our manufacturing team as well as the long-term support of our value customers. Having built a solid foundation, we will continue to endeavor to achieve greater success in the future."

The list of changes in constituents for the HSI have been posted on the website of HSI Services Limited at www.hsi.com.hk.

Yue Yuen Industrial (Holdings) Limited is the largest branded footwear manufacturer in the world, with approximately 16% market share in all of branded athletic and casual/outdoor footwear. The Group is an original equipment manufacturer / original design manufacturer ("OEM / ODM") for major international brand name companies such as Nike, Adidas, Reebok, Asics, New Balance, Timberland and Rockport. Yue Yuen also produces footwear components for sale to other manufacturers.

In 1988 Yue Yuen was incorporated by the Tsai Family and has been listed on The Stock Exchange of Hong Kong Limited since 1992.

###

iPR ASIA LTD

www.iprasia.com

Gary Li/ Natalie Tam/ Ellen Zee

Tel: 2136 6178/ 6182/ 6184

Fax: 2136 6068/ 6118

E-mail: info@iprasia.com.hk