

**For Immediate Release
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**ANTEPRIMA CELEBRATES 1 YEAR ANNIVERSARY OF FIRST US STORE ON
DEC. 23 AND CREATES CHARITABLE FOUNDATION FOR EDUCATIONAL
SCHOLARSHIPS IN HAWAII**

WAIKIKI, HONOLULU, HI – ANTEPRIMA, located in the Royal Hawaiian Shopping center in Waikiki will celebrate its 1 year anniversary with a special evening for private clients and special guests on December 23, 5:00 p.m.– 8:00 p.m. The anniversary celebration commemorates a successful first year for ANTEPRIMA at its first location in the United States and on the brink of its opening a second store in Spring 08 at the Ala Moana Center.

“We are extremely pleased by the success of our first US store,” said Takeshi Munemura, owner of Virgo USA, Inc., the Hawaii-based company that owns the distribution rights to the ANTEPRIMA brand for the US region. “Our sales have surpassed our expectations and are a good indication to us that ANTEPRIMA is ready to expand operations as we are currently planning the addition of our new store this spring at Ala Moana Center.”

In commemoration of its anniversary Virgo USA will announce the creation of the ANTEPRIMA Foundation. The ANTEPRIMA Foundation will provide educational scholarships in Hawaii and will be initially funded by Virgo USA. Annually, the Foundation will be continue to be funded through by donations solicited at ANTEPRIMA’s annual anniversary celebration party, Virgo USA and the support of its affiliated companies.

“Hawaii has been an ideal place for us to establish our first store as a result we have decided to create the ANTEPRIMA Foundation in order to give back to the local community,” said Munemura. “In the future, we hope this Foundation will help many students to pursue their dreams.” More details about the Foundation will be announced at the anniversary event.

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In addition to the special announcement, Masaaki Ogino, the founder of FENIX, one of the world's most foremost manufacturers and distributors of knitware and retailing, and the company responsible for establishing the ANTEPRIMA brand will be at the event with the ANTEPRIMA designer Izumi Ogino to celebrate and address the private group.

Designer Izumi Ogino through her inspiration and passion created the contemporary style that has transcended several borders and now is making its way into the US. Izumi was born into a family renowned as one of the top obi suppliers in Japan. She spent her formative years steeped in traditional arts and crafts which continue to influence her creativity in fashion today. Izumi graduated from Seijo University before moving to the US at age 20. She then moved to Hong Kong during the 1980s, where she fine-tuned her business acumen before moving to Italy to launch ANTEPRIMA.

In 1998, Izumi presented her Spring/Summer Collection at Milano Moda Donna. She was the first Japanese woman whose Italian brand was spotlighted at the exclusive event. Since that time ANTEPRIMA has continued to expand its fashion line through the addition of jewelry, watches, optical wear, handbags, shoes and other accessories that focus on fitting into the lifestyles of women on the go through traditional craftsmanship and light-hearted elegance and functionality.

Later in the night, designer Izumi Ogino will conduct a bag fitting and photo opportunity with guests attending the event. To see the ANTEPRIMA collection visit www.anteprima.com. Media interested in attending the exclusive event must RSVP. Please contact Hiro Yanagimoto at 291-0188.

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ABOUT ANTEPRIMA Ltd.

ANTEPRIMA Ltd. was established in Hong Kong in 1985, but based its operations out of Milan, Italy in 1993. Designer Izumi Ogino launched ANTEPRIMA through a debut collection comprised of shoes and handbags in 1993 and opened several boutiques in Japan and Hong Kong before opening the flagship boutique in Milan in 1995. ANTEPRIMA currently has three flagships stores – Italy, Japan and Hong Kong – and a total of 67 ANTEPRIMA and PLASTIQ boutiques.