

FOR IMMEDIATE RELEASE

## **ESPRIT APPOINTS JOINT CHIEF OPERATING OFFICERS ESPRIT STRENGTHENS NORTH-AMERICA MANAGEMENT**

**HONG KONG, July 8, 2004 – Esprit Holdings Limited** (SEHK: 330; LSE: EPT LI) today announced that Thomas Grote and Jerome Griffith have been appointed as Joint Chief Operating Officers of the Esprit brand. Both will continue to report to Heinz Krogner, Deputy Chairman and Group CEO.

Mr. Grote, 41, presently the global head of wholesale operation joined the Group in 1990 and was appointed Executive Director of the Company in November 2002.

Mr. Griffith, 46, joined the Group in 2002, is currently an Executive Director of the Company and the global head of retail operation. Prior to joining the Group, Mr. Griffith held senior positions in major retail companies in the United States and Europe.

“Thomas and Jerome have the broad operating skills and experience we need to drive our organic growth worldwide,” said Heinz Krogner, Deputy Chairman and Group CEO. “In addition to the wholesale and retail distribution, they will jointly take on major operational responsibilities of the Esprit brand, including product development, image and logistics etc, thus allowing me to spend more time on strategic issues of the Esprit group going forward.”

Esprit also announced the relocation of Andreas Adenauer, currently global business manager of Women Casual Division, to the United States.

“Andreas is highly skilled in products and sales”, says Heinz Krogner, “and has successfully built up the edc by Esprit line as well as reorganized the Women Casual line prior to assuming this important lead in the Esprit homecoming to the North-American market.”

Esprit Holdings Limited ([www.espritholdings.com](http://www.espritholdings.com)) is a constituent stock of the Hang Seng Index, MSCI Hong Kong Index, FTSE All-World Index for Hong Kong, S&P/HKEx LargeCap Index and S&P Asia 50 Index. Its subsidiaries are engaged in the retail and wholesale distribution of quality lifestyle products designed under its globally recognized brand and of cosmetic and body care products under its RED EARTH brand. The Group operates around 570 directly managed retail stores and distribute through over 6,000 wholesale points-of-sales internationally, occupying over 400,000 square meters of retail space in more than 40 countries.

###

Issued by Esprit Holdings Ltd. For further details or enquiry, please contact Alice Ng.

Tel: (852) 2765-4232  
Fax: (852) 2764-1723  
Email: [alice.ng@esprit.com](mailto:alice.ng@esprit.com)

*The information contained herein is not for publication or distribution in the United States. These materials do not contain or constitute an offer of securities for sale in the United States or to any "U.S. Person" as defined in Regulation S under the United States Securities Act of 1933, as amended (the "Act"). The securities referred to herein have not been and will not be registered under the Act, and may not be offered or sold in the United States absent registration under such Act or an available exemption from it.*