

FOR IMMEDIATE RELEASE

PANDORA



The lucky draw prize – a Lucky Black Diamond Gold Dice charm worth S\$899.

PANDORA Launches Asia’s Largest Concept Store in Sensational Vegas Flair at Marina Bay Sands

A 300-strong crowd caught PANDORA’s casino fever with showgirls, roulette tables, international mixologists and the launch of a stunning Fall/Winter 2010 Collection.

October 21, 2010 – It was a night of glitz and glamour on Wednesday, 20th October 2010, during the official opening of PANDORA’s largest concept store in Asia, at Marina Bay Sands, Singapore. Held in conjunction with the launch of the Fall & Winter 2010 Collection, an enthusiastic crowd of over 300 guests gathered at the store. PANDORA presented an exclusive opportunity to be the first in Asia to own limited edition items and win special offers on customized roulette tables. Delicate butterfly displays adorned with hand-sewn PANDORA charms floated in store windows, while a movie of precious PANDORA moments screened overhead.

As guests from the media and Singapore’s society mingled in front of the store, award-winning mixologists served up custom Danzka Vodka martinis. Butlers indulged guests with savoury canapés, chocolates courtesy of Anthon Berg, and mineral water by San

Benedetto. A flashy troupe of Vegas showgirls added a jolt of fun and flamboyance with larger-than-life headpieces, eye-catching feather boas and dazzling PANDORA jewellery.

Leanne Smith, Director of Mall Marketing of Marina Bay Sands was the esteem guest-of-honor of the evening as she welcomed PANDORA as both a retailer and partner at one of Singapore's premier shopping destinations. Anne Trads Hansen, Marketing Director of Norbreeze Group and Anders Peter Juel Sauerberg, Managing Director, Norbreeze Group, then cut the ribbon to herald the opening of PANDORA's largest concept flagship store in Asia. Guests streamed in for a preview of the exclusive Las Vegas 14K Diamond Dice Charms – never before sold in Asia – and limited edition Liquid Silver bracelets. The PANDORA roulette tables held a charm of their own, as guests tried their luck to win special offers and many other prizes. At the end of the evening, one guest even walked away a Lucky Black Diamond Gold Dice charm worth S\$899.

It was clear that PANDORA had secured new fans and invigorated loyal patrons, while giving everyone a new and inspired PANDORA Moment to cherish.

For more information on PANDORA, the new F&W 2010 collection or the MBS store launch event, contact Celestine Lim at 62212126, celestine@norbreeze.com or Anne Trads Hansen at anne@norbreeze.com

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Since 1982, PANDORA has been creating feminine and timeless jewelry embraced by customers all over the world. Today, the Danish jewelry brand has become a global brand represented in more than 50 countries and widely recognized throughout the international world of fashion. For more information, visit PANDORA's website: <http://www.pandora.net>