

Mecox Lane Selects J.P. Morgan as Depositary Bank

HONG KONG, December 1, 2010 - J.P. Morgan announced today that it has been appointed depositary bank by Mecox Lane Limited ("Mecox Lane") in relation to its recent initial public offering of 13,504,286 American Depositary Shares (ADS).

Mecox Lane operates China's leading online platform for apparel and accessories, and has approximately 2.1 million customers. Offering products under its own proprietary brands and selected third-party established international and Chinese brands, Mecox Lane also distributes women's apparel and accessories under its Euromoda and Rampage brands through a store network comprising 478 outlets in 182 cities across China. The company expects to use the listing proceeds to enhance its e-commerce infrastructure, build part of a new logistics center and warehouse, and broaden its retail network.

Paul Zhang, Chief Financial Officer, Mecox Lane, commented: "Our ADR IPO in the U.S. marks a key milestone in the growth of our company. We are very pleased to have partnered with J.P. Morgan, and we have benefited from their team's strong experience in the ADR business and their impeccable servicing of the program."

Kenneth Tse, Asia Pacific Head of J.P. Morgan's depositary receipts group, added: "The Chinese online retail market is a burgeoning industry that continues to demonstrate significant growth potential. We are pleased to have been appointed by Mecox Lane to administer their ADR program, and we believe that the appointment reflects our continued commitment to Chinese companies as they grow their business and widen their investor base."

J.P. Morgan is committed to working closely with its clients to design and implement customized depositary receipt ('DR') programs to achieve their strategic goals and facilitate DR liquidity.

J.P. Morgan launched the first depositary receipt program in Asia in 1961 for Sony and serves as depositary bank for leading companies throughout the region. J.P. Morgan provides a full range of American Depositary Receipt ('ADR') and Global Depositary Receipt ('GDR') services to issuers seeking to have their equity traded on exchanges beyond their home markets. For more information on depositary receipts and international equities, please visit J.P. Morgan's award-winning website, www.adr.com.

About Mecox Lane Limited

Mecox Lane Limited (NASDAQ: MCOX) operates China's leading online platform for apparel and accessories as measured by revenues in 2009. The company offers a wide selection of fashion products through its www.m18.com e-commerce website and physical store network. Product offerings include apparel and accessories, home products, beauty and healthcare products and other products, under the company's own proprietary brands, such as Euromoda and Rampage, as well as under selected third-party brands, including established international and Chinese brands in addition to independent and emerging brands. For more information on Mecox Lane, please visit <http://ir.m18.com>.

About J.P. Morgan Worldwide Securities Services

J.P. Morgan Worldwide Securities Services (WSS) is a premier securities servicing provider that helps institutional investors, alternative asset managers, broker dealers and equity issuers optimize efficiency, mitigate risk and enhance revenue. A division of J.P. Morgan Chase Bank, N.A. (NYSE: JPM), WSS leverages the firm's unparalleled scale, leading technology and deep industry expertise to service investments around the world. It has \$14.9 trillion in assets under custody and \$6.5 trillion in funds under administration. For more information, go to www.jpmorgan.com/wss.

About JPMorgan Chase & Co.

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