

QKL Stores Inc. Opens New Hypermarket

~Company Opens 51st Store Location~

Daqing, China, April 18, 2011 – QKL Stores Inc. (the “Company”) (Nasdaq: QKLS), a leading regional supermarket chain in Northeastern China, today announced the opening of a new hypermarket store.

The Company’s 51st store, situated in Hailin County, Heilongjiang Province, was opened on April 15, 2011. Hailin is under the jurisdiction of Mudanjiang City, otherwise known as the “Snow Town of Heilongjiang”, and derives much economic activity from its timber and tourism industries. The Hailin Store location utilizes approximately 7,300 sq. meters of gross space and is located in a small shopping center in a newly developed residential area which can serve over 80,000 potential customers.

Mr. Zhuangyi Wang, Chairman and CEO, said, “We have been expanding our presence in Heilongjiang Province during the past several years. Adding this hypermarket to our retail line-up further solidifies our commitment to providing the best retail options to local residents and make it more convenient for customers to find great value on a diverse number of brands. We are excited to further strengthen our number of store locations with the opening of our 51st store.”

About QKL Stores Inc.:

Based in Daqing, China, QKL Stores, Inc. is a leading regional supermarket chain company operating in Northeast China. QKL Stores sells a broad selection of merchandise, including groceries, fresh food, and non-food items, through its retail supermarkets, hypermarkets and department stores; the company also has its own distribution centers that service its supermarkets. As of the date of this press release, the Company had 51 retail locations for an aggregate total of 271,300 sq. meters of store space. For more information, please access the Company’s website at: www.qklstoresinc.com.

Safe Harbor Statement

Certain statements in this release and other written or oral statements made by or on behalf of the Company are “forward looking statements” within the meaning of the federal securities laws. Statements regarding future events and developments and our future performance, as well as management’s expectations, beliefs, plans, estimates or projections relating to the future, are forward-looking statements within the meaning of these laws. The forward looking statements are subject to a number of risks and uncertainties including market acceptance of the Company’s services and projects and the Company’s continued access to capital and other risks and uncertainties. The actual results the Company achieves may differ materially from those contemplated by any forward-looking statements due to such risks and uncertainties. These statements are based on our current expectations and speak only as of the date of such statements.

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