

QKL Stores Inc. Opens New Hypermarket

~Company Opens 52nd Store Location~

Daqing, China, April 25, 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 52nd store, situated in Liaoyang City, Liaoning Province, was opened on April 22, 2011. This is QKL’s third store in Liaoning province. The Liaoyang Store location utilizes approximately 13,100 sq. meters of gross space and is located at the underground level of a business center which can serve over 200,000 potential customers.

Mr. Zhuangyi Wang, Chairman and CEO, said, “As our number of stores increase in Liaoning province, we have the ability to more effectively scale our operations. Supported by our large distribution center, we aim to open up new store locations in areas that can be easily supported by our DC. Opening our third store in Liaoning province supports our expansion strategy in a cost-effective and scalable manner. Our high quality product offering and well established distribution network further strengthens our brand identity in the northeast China region.”

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 52 retail locations for an aggregate total of 284,400 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.

Contact Information

In China:

ICR, Inc.

In U.S.:

Mike Li, Investor Relations

+86-459-460-7987

Bill Zima

+1-203-682-8233