

QKL Stores Inc. Opens New Supermarket

~Company Opens 50th Store Location~

Daqing, China, April 11, 2011 – QKL Stores Inc. (the “Company”) (Nasdaq: QKLS), a leading regional supermarket chain in Northeastern China, today announced the opening of a new supermarket store.

The Company’s 50th store, situated in Daqing City, Heilongjiang Province, was opened on April 8, 2011. This Yinlang Store location utilizes approximately 4,300 sq. meters of gross space and is located in a small shopping center in a new developed residential area which can serve over 50,000 potential customers.

Mr. Zhuangyi Wang, Chairman and CEO, said, “We are pleased to open our new store location in Daqing City which enables QKL Stores to serve tens of thousands of local customers. Our store in this location will offer a wide range of products including groceries, fresh food, and other non-food items representing a unique shopping experience for our target customers. The opening of our 50th store location is a significant milestone for our company. We look forward to further growing our store presence in the future.”

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 50 retail locations for an aggregate total of 264,000 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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