



NEWS RELEASE:

Food Empire Announces Sponsorship of ISU European and World Figure Skating Championships 2008

MacCoffee™ Sponsorship of 2008 European Figure Skating Championships in Zagreb, Croatia

Singapore, 22nd Jan 2008 - Mainboard-listed Food Empire Holdings ("Food Empire" or "the Group") - a leading food and beverage group – announced its sponsorship of the European Figure Skating Championships via its flagship brand, **MacCoffee™**. This is Food Empire's second as an official sponsor of the ISU European & World Figure Skating Championships 2008, opened in Zagreb, Croatia on 21st January. The first was in 2007, which was held in Warsaw, Poland for the first time.

The ISU European and World Figure Skating Championships competition is an annual event, which attracts the best skaters from all of the European ISU member countries to compete in the categories of men and ladies. Zagreb has hosted the European Figure Skating Championships twice before, in 1974 and 1979. The Championships will be held from 21st Jan – 27th Jan 2008. 158 skaters/couples from 34 ISU members entered the Championships. There is no Qualifying Round of skating, which all skaters/couples will compete in the Short Program and the top 24 skaters will proceed to the Free Skating.

The sponsorship continues the Group's involvement with world-class winter sports as a powerful medium to communicate its dynamic and leading brand image of 3-in-1 instant coffee mix towards its target audiences.

“We are greatly honored to be the official sponsor of the 2008 ISU European Figure Skating Championships in Zagreb, Croatia, the world-class winter sports competition which was held in Zagreb for the third time.”

“Being an icon of leading brand and product excellence in its core markets of Russia and Eastern Europe and its ability to reach out to a vast pool of loyal customers put us in a unique position to activate a truly meaningful and relevant European & World Figure Skating Championship Sponsorship program.”

“Our support of the European and World Figure Skating Championships in 2005, 2007 and 2008 demonstrates our ongoing commitment to promoting well-liked and healthy winter sports. MacCoffee, an active promoter of healthy lifestyle and sports is proud to be the partner of this international event,” said the Managing Director, Mr Tan Wang Cheow.

“In our support of this international event and sharing the glory of the Championship, we believe MacCoffee will proudly serve a special customer experience to all of our worldwide guests and viewers.”

The Group has also initiated a suite of advertising and promotional campaign in relation to the sponsorship of this world-class event. For more information about the campaign, please proceed to www.maccoffee-promo.ru.



About Food Empire Holdings

SGX Mainboard-listed Food Empire Holdings Limited is a leading food and beverage company headquartered in Singapore that manufactures and markets instant beverage products, frozen convenience food, confectionery and snack food.

Food Empire Holdings' products are exported to over 50 countries in markets such as Russia, Eastern Europe, Central Asia, China, Indochina and the US. The Group has 18 offices (representative and liaison) - Russia, Ukraine, Kazakhstan, Uzbekistan, Iran, Poland, Turkey, Belgium, Bahrain, Mongolia and Vietnam.

The Group's core products include a wide variety of regular and flavoured coffee mixes and cappuccinos, instant chocolate, instant breakfast cereal and flavoured fruit teas. Food Empire also markets a refreshing range of confectionery, snack food such as dried calamari and potato crisps and a delectable assortment of frozen convenience food that includes Asian delicacies.

Food Empire has more than 400 types of products under its proprietary brands including MacCoffee, Klassno, Hyson, FesAroma, OrienBites, MacCandy, Zinties and Kracks. MacCoffee, the group's flagship brand, has been consistently rated as a market leader over the past few years and was recently ranked among the top three most popular instant 3-in-1 coffee brands in the group's core markets including Russia, Ukraine and Kazakhstan.

The Group has won numerous accolades and awards including being ranked one of "The Most Valuable Singapore Brands" in 2003, 2004, 2005 and 2006 at the national brand award organised by IE Singapore. MacCoffee was ranked one of "The Strongest Singapore Brands". *Food Empire is named "Asia's Best Under a Billion" in the prestigious Forbes list.*

For more information on Food Empire, please visit www.foodempire.com.

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