



NEWS RELEASE:

MacChocolate helps develop technical skills

MacChocolate Sponsorship brings technology to strengthen computer training for children in the markets

Singapore, 17th November 2006 - Mainboard-listed Food Empire Holdings - a leading food and beverage group – today announced the launch of a sponsorship program to support computer training in secondary schools in Ukraine via its proprietary brand, MacChocolate™. The MacChocolate™ sponsorship provided the “Erudite” Gymnasium in Kiev, Ukraine with 10 Acer 1652 laptops, a projector and a printer.

“Erudite” is one of the few educational institutions where students start studying computer basics from the 5th grade. Besides, the school curriculum includes advanced study of English, German and French. Practically every sixth student of “Erudite” school is the winner at district and city school contests.

It has been Food Empire’s guiding principle in its sponsorship programs to actively engage and nurture children through educational training. By providing laptops and supporting equipment, we aim to give a child an opportunity to enhance his learning. By virtue of all children in a school having access to laptops, an environment of better learning is created and developed.

Undertaking the program of supporting the secondary school with laptops, reinforces Food Empire’s initiative to help improve education and social environment of the community it operates in. It seeks to help provide communities with better opportunities for development through various initiatives.

Food Empire realizes that the technical and technological facilities in Ukraine need to be strengthened specially in secondary schools, where the lack of computers is a major barrier to enhanced learning.

Food Empire's representative, in particular, the Managing Director, Mr. Tan, and the former Ukrainian Ambassador to Singapore, Mr Alexander Gorin, selected "Erudite" as the beneficiary of the sponsorship from an impressive list of candidates. The school was recognized as the best based on three criteria: initiative of the management, students' performance, and introduction of international educational standards.

The sponsorship ties in very well with MacChocolate™, a rich and creamy chocolate mix. Its high quality cocoa gives the drink a rich taste and chocolaty aroma that makes it a hit with kids and adults alike.

Now MacChocolate™ makes learning as delightful as a hot cup of chocolate !

Contact:

Daphne Wan
Food Empire Holdings Limited
+65 6744 8911
+65 6744 2116
daphne@foodempire.com

About Food Empire Holdings

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

Food Empire Holdings' products are exported to over 59 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 250 types of products under its own 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".

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