

## MISCELLANEOUS

\* Asterisks denote mandatory information

Name of Announcer *	FOOD EMPIRE HOLDINGS LIMITED
Company Registration No.	200001282G
Announcement submitted on behalf of	FOOD EMPIRE HOLDINGS LIMITED
Announcement is submitted with respect to *	FOOD EMPIRE HOLDINGS LIMITED
Announcement is submitted by *	Tan San-Ju
Designation *	Company Secretary
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## &gt;&gt; ANNOUNCEMENT DETAILS

The details of the announcement start here ...

Announcement Title *	Press Release - Food Empire to Acquire 40% Stake in Frozen Seafood Manufacturing Company
Description	Please see attached.
Attachments	 Food_Empire_Acquisition_of_MMU.pdf Total size = <b>27K</b> (2048K size limit recommended)

**IMMEDIATE RELEASE:**

## **Food Empire to Acquire 40% Stake in Frozen Seafood Manufacturing Company**

**Strategic investment will boost the Group's frozen convenience food business**

**Singapore, October 9, 2009** - Mainboard-listed Food Empire Holdings Limited ('Food Empire' or 'the Group') today announced its wholly owned subsidiary, Future Enterprises Pte Ltd, has signed an agreement to acquire a 40% stake in PT Marindo Makmur Usahjaya (MMU).

MMU is a wholly owned subsidiary of PT Kelola Mina Laut (KML), one of Indonesia's leading seafood exporter. The investment will be via the acquisition of 10,000,000 new shares of Rp1,000 each (or approximately US\$1 million). The Group intends to fund the acquisition through internal resources.

MMU will deploy the injected fund of US\$1 million to upgrade its existing frozen seafood production facility to include the ability to manufacture other frozen convenience foods.

Managing Director and Chairman of Food Empire, Mr Tan Wang Cheow said the acquisition allows the Group to vertically integrate a key component of its non-beverage business.

"The acquisition of a 40% stake in MMU is part of the Group's strategy to grow its frozen convenience food business. MMU currently manufactures products under proprietary brand OrientBites – a range of frozen convenience foods marketed and exported primarily to European Union countries."

“The Group believes strongly in the business potential of OrientBites, and this acquisition will secure a consistent supply of EU-approved products which will be sold under the brand.”

“The acquisition has the added benefit of providing access to manufacturing expertise and management capabilities,” Mr Tan said.

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### ***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 overseas offices established worldwide including Russia, Ukraine, Kazakhstan, Uzbekistan, Iran, Poland, Turkey, Belgium, 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 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 company has won numerous accolades and awards including being ranked one of "The Most Valuable Singapore Brands" at the annual national brand award organised by IE Singapore since 2003. MacCoffee was also ranked one of "The Strongest Singapore Brands" and was conferred SuperBrand status in Russia since 2006. In 2005, Food Empire Holdings was awarded the coveted Star Packaging Award for innovative design and packaging of Zinties Ice Breeze Breath Strips and OrienBites Dim Sum Pack. Food Empire is named "Asia's Best under a Billion" in the prestigious Forbes list.