



NEWS RELEASE:

Official Website of MacCoffee Car Rally in Ukraine Has Been Launched

Food Empire launched its official website www.maccoffee-rally.com.ua

Singapore, 1st August 2007 - Mainboard-listed Food Empire Holdings (“Food Empire” or “the Group”) - a leading food and beverage group – announces the launch of its official website for MacCoffee Car Rally in Ukraine. The eagerly awaited new website www.maccoffee-rally.com.ua was launched in conjunction with the opening of the car rally season in Ukraine.

The MacCoffee-rally website connects people, autosport lovers and loyal MacCoffee rally fans across diverse geographic regions. It meets the needs of a growing rally audience and also attracting greater interest in the sport.

Available in dual languages, English and Russian, the website provides its users with up-to-date MacCoffee rally news, routes, rally calendar, rally videos, historic MacCoffee rallies, photo gallery, profiles of its champion pilots and rally results.

The website delivers exciting developments on the rallies, capturing the most impressive action and footages. This is an exciting time of the year for the Rally Championships in Ukraine and also for MacCoffee Rally Team. The launch of www.maccoffee-rally.com.ua is just the beginning of what promises to be more interesting, informative and entertaining footages of the Championships in the pipeline.

Catch the MacCoffee Rally Team in action as follows:

2007

20 th - 22 nd July	"Galitsiya", L'vov
17 th - 19 th August	"Bukovina" Of Chernovtsy
14 th - 16 th September	"Yalta" Yalta
19 th - 21 st October	"Donbass" Is Donets

For more information about MacCoffee Car Rally Team, please proceed to
<http://www.maccoffee-rally.com.ua/team/>.

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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 50 countries in markets such as Russia, Eastern Europe, Central Asia, China, Indochina and the US. The Group has offices established worldwide including 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, Eastern Europe and Central Asia.

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.