



FOR IMMEDIATE RELEASE:

MacCoffee awarded “The Grand Prix” in Kiev Advertising Festival, Ukraine

19 June 2006, Singapore – SGX mainboard-listed Food Empire Holdings, a leading food and beverage group best known for its flagship brand MacCoffee instant coffees across Russia and Eastern Europe was awarded “The Grand Prix” in Kiev Advertising Festival, Ukraine.

The MacCoffee TVC “**Every second Ukrainian is MacCoffee drinker – Cinema**” was awarded “The Grand Prix”- being the most prestigious award in the advertising industry in Ukraine. Two other commercials from the same TVC – “Office” and “Bus” were also given Golden awards by the Festival Juri.

These awards are a prestigious addition to the existing collection of award achievements – silver medal of Moscow Advertising Festival for the abovementioned TVCs and Golden Propeller for “Meet your Dame Fortune with MacCoffee” National Promotion, as the best campaign for raising sales.

These accolades and awards would oblige us to continuously create quality brand communication campaign for our premium 3-in-1 coffee products as what a market leader should do.

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 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 200 types of products under its own brands including MacCoffee, Klassno, Hyson, FesAroma, Bésame, 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" in 2003, 2004 and 2005 at the national brand award organised by IE Singapore. MacCoffee was also ranked one of "The Strongest Singapore Brands".

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

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