

NEWS RELEASE:

Food Empire Forays into India with Melosa

Food Empire launches its proprietary brand, Melosa™ of beverages in India

Singapore, 11th January 2008 - Mainboard-listed Food Empire Holdings ("Food Empire" or "the Group") - a leading food and beverage group is pleased to announce that its proprietary brand of 3-in-1 instant beverages, Melosa™, has made its foray into India and its website www.melosa.com.sg has been launched.

The new site would introduce users to new releases of beverage products under Melosa™ and provide first hand news of all sales and marketing activities on the brand. There will be features of events and promotions, proudly brought by Melosa™ to all consumers.

Melosa offers consumers a delectable choice in its instant coffeemix, which is available in Original, Irish Cream, Cappuccino and Sugar Free. For non-coffee drinkers, Melosa has also a refreshing range of cooling, all-natural beverages in iced lemon, peach and blackcurrant teas.

For those who are delighted with our delectable range of beverages in Melosa and would like to try whipping up some refreshing concoctions with Melosa, or would like to share with us your valuable opinion about the brand or interesting concoctions, please kindly proceed to www.melosa.com.sg. We look forward to hearing from you.

In short, with this website, our consumers would get to know the brand better and enjoy our newest range of 3-in-1 beverages in more ways than one.

We will continue to bring the MelosaTM experience to all through more innovative and focused brand building activities and look forward to better communication with the consumers through this website.

Your feedback would be a valuable input to our continuous pursuit to be a premier global food & beverage group, bringing our valued proprietary brands and quality products to every corner of the global marketplace.

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 established 18 overseas offices 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 and other beverages. 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 Kracks and Melosa. 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 also named the "Asia's Best Under A Billion" under the prestigious Forbes list.

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

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