



NEWS RELEASE:

Food Empire Announces Sponsorship of ISU World figure Skating Championships Göteborg 2008

MacCoffee™ Sponsorship of 2008 ISU World Figure Skating Championships in Göteborg, Sweden

Singapore, 18 March 2008 - Mainboard-listed Food Empire Holdings ("Food Empire" or "the Group") - a leading food and beverage group – announced its sponsorship of the ISU World Figure Skating Championships in **Göteborg** City, Sweden via its flagship brand, **MacCoffee™**. Being an avid supporter of sports as a healthy way of life, Food Empire was the official sponsor of the European and World Figure Skating Championships, the most recent being held in Zagreb, Croatia.

The Group will be the official sponsor for the World Figure Skating Championships 2008, which will be held at the Scandinavium Arena, **Göteborg** in Sweden from 18th – 23rd March 2008.

Scandinavium is the second largest indoor arena in Sweden, a hosting venue for many sporting events, concerts, shows, exhibitions, trade fairs and corporate functions. The arena was built in 1971 and receives over 700,000 visitors every year.

The World Figure Skating Championships is one of the ten biggest sports events in Europe. Thousands of visitors every day are expected to attend the event in Göteborg, and most of the major international broadcasters will gather on this occasion.

Last year's World Figure Skating championships were followed by an estimated 400 million people from over 63 countries. About 700 media representatives are expected to be in Göteborg. SVT is the host broadcaster for the event and is expected to carry extensive coverage before and during the Championships.

The ISU European and World Figure Skating Championships competition is an annual event, which attracts the best skaters from all of the European ISU member countries to compete. Göteborg is a vibrant city hosting major international events, meetings and concerts. Home to Scandinavia's largest all-inclusive convention centre, as well as world-renowned trademarks, cutting-edge industries, universities and open, warm and friendly people.

The continuing sponsorship attests Food Empire's involvement with world-class winter sports as a powerful medium to communicate its dynamic and leading brand image of 3-in-1 instant coffee mix towards its target audiences.

"We are greatly honored to be the official sponsor of the 2008 ISU European Figure Skating Championships 2008 and the world-class winter sports World Figure Skating Championship is held in Göteborg, Sweden."

"Being an icon of leading brand and product excellence in its core markets of Russia and Eastern Europe and its ability to reach out to a vast pool of loyal customers put us in a unique position to activate a truly meaningful and relevant European & World Figure Skating Championship Sponsorship program."

"Our support of the European and World Figure Skating Championships in 2005, 2007 and 2008 demonstrates our ongoing commitment to promoting well-liked and healthy winter sports. MacCoffee, an active promoter of healthy lifestyle and sports is proud to be the partner of this international event," said the Managing Director, Mr Tan Wang Cheow.

In our support of this international event and sharing the glory of the Championship, we believe MacCoffee will proudly serve a special customer experience to all of our worldwide guests and viewers.”

The Group has also initiated a suite of advertising and promotional campaign in relation to the sponsorship of this world-class event. For more information about the sponsorship of the Championships, please proceed to www.maccoffee-promo.ru



About Food Empire Holdings

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

Food Empire Holdings' products are exported to 65 countries such as Russia, Eastern Europe and Central Asia. The Group has 18 overseas offices worldwide in 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 400 types of products under its proprietary 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". *Food Empire is named "Asia's Best Under a Billion" in the prestigious Forbes list.*

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

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