

NEWS RELEASE:

Food Empire launches its proprietary range of Frozen Convenience Food under Food Services @ ANUGA 2007

Innovating Freshness in Frozen Food

Singapore, 12th October 2007 - Mainboard-listed Food Empire Holdings ("Food Empire" or "the Group") - a leading food and beverage group is pleased to announce that its proprietary range of frozen convenience food under its very own brand, Food Empire Food Services in ANUGA 2007. The Group is showcasing its latest offerings at this major international trade exhibition which are held once in every 2 years and the 2005 edition attracted 6,294 exhibitors from 108 countries and 158,817 trade visitors from 156 countries.

The Food Empire Food Services bridges the tradition of home-cooked Asian delicacies with the ease of frozen convenience foods through our carefully selected Asian recipes in this offering. We offer quality and tasty pre-cooked cuisine in readily available packs that our customers could count on our consistency in standards for great tastes, variety, quality, service and best value. The Food Empire Food Services line up comprises of a wide range of Frozen

Asian delicacies like Cantonese Spring Roll, Crispy Seafood Deli, Cocktail Vegetarian Spring Roll, Cocktail Samosa and Tail-On Shrimp Roll and the production in Asia lends the products an authentic touch. These mouth-watering ready-to-cook frozen convenience foods are available in food service packs made available to the many markets of Western Europe including Belgium, Spain, Greece, Germany, Holland, Denmark, France, Italy, UK, etc.

In short, our customers from the food & service sector would not miss out any opportunity to savour our newest offerings of authentic and exotic delicacies under the Food Empire Food Services.

We will continue to bring the Food Empire Food Services experiences to the markets through more innovative and quality product offerings.

If you have any valuable feedback on our products or would like to share with us your interesting recipes, please log onto www.foodempire.com or www.orientbites.com, we look forward to hearing from you.

Your feedback would be valuable inputs to our continuous pursuit of an expansive strategy 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 65 countries in markets such as Russia, Eastern Europe, Central Asia, China, Indochina and the US. The Group has 18 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 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 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".

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

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