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BREATH TAKING MOMENTS WITH ZINTIES ICE BREEZE

ZINTIES' Deliver Burst of Refreshing Icy Flavours in Ultra thin Breath Strips

Singapore, 9th September 2005 — Food Empire Holdings, a leading food and beverage group best known for its house brand MacCoffee instant coffees across Russia and Eastern Europe, is sharing breath taking moments with its markets in Iran by launching its first Zinties Ice Breeze Breath Strips.

Zinties Ice Breeze delivers instant fresh breath with its burst of refreshing icy flavours. In a perfect combination of icy sensation and breezy Freshness, Zinties Ice Breeze comes in a convenient pack that allows you to tuck it inconspicuously in even the tightest of jeans and for your discreet usage at any where, any time.

Zinties Ice Breeze' ultra thin strips combines with 3 icy and breezy flavours – Fresh Ice (Mint), Strong Ice (Peppermint) and Breezy Strawberry and makes an ideal choice for your oral health as it is sugar free.

Enjoy calories free, icy sensation and breezy freshness in breath taking moments with Zinties Ice Breeze!

The product will be available in Iran and other international markets by September, 2005.

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 170 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 and 2004 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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