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NEWS RELEASE:

**FOOD EMPIRE'S PROPRIETARY BRAND, KRACKS, SPICED UP THE FIRST
KRACKS-EUROPA PLUS BEACH PARTY AT SOCHI, RUSSIA**

Kracks at SOCHI kick starts a line-up of summer activities in Russia

Jun 29, 2007 Singapore - SGX-listed Food Empire Holdings Limited (the Group) announced its proprietary brand of snack food, Kracks, being the official partner of the first Europa Plus Beach Party held in Sochi on 16th June 2007. The Kracks – Euro Plus Beach Party at Sochi kick starts a line-up of activities in Russia this summer.

The first Kracks – Europa Plus Beach Party was held at Sochi on 16th June 2007. Situated in Krasnodar Krai near the southern Russian border, Sochi is a resort city located among the snow-capped peaks of the Caucasus Mountains overlooking the shores of the Black Sea. Sochi with its sandy and pebbly beaches, subtropical vegetation, numerous parks, monuments, and extravagant Stalinist architecture, attracts many vacation-goers. This popular resort city is also a contender for 2014 Winter Olympics.

The open air summer musical party at Sochi which was held on 16th June 2007 attracted about 4,000-5,000 guests including those of Europa Plus listeners and wide mass media range. During this musical party, Kracks conducted its below-the-line promotional activities on the Beach Riviera and holiday makers had the

opportunity to participate in these fun activities and were treated to our proprietary brand of snack food under Kracks.

Kracks' premiums were also given out to participants during the event. The highlights of these Kracks-Europa Plus parties comprise of performances put up by popular Russian and foreign singers such as Banderos, Tokio, Kornï , Maxim , UMA2RMAN, Chi-Li and other global Europa Plus deejays.

The summer musical party at Sochi kickstarts a string of summer promotional activities in Russia. Look out for our iconic Kracks mascot – Mr Potato Man with sunshades, or catch your renowned Europa Plus deejays at the following locations:

23 June - Nizhny Novgorod
7 July - Moscow
8 July - St Petersburg
4 July - Moscow
21 July - Moscow
28 July - Moscow
11th Aug - Samara
25th Aug - Moscow

Bask in the fun of this kick-off with a whole string of Kracks-Sochi beach parties this summer! For more information on Kracks, please proceed to www.kracks.com.sg

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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 12 offices including Russia, Eastern Europe and Central Asia.

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, 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.