

NEWS RELEASE:

**MacCoffee Rally Team Wins The International
Yalta PRIME Rally 2007**

Singapore, 25th September 2007 - Mainboard-listed Food Empire Holdings Limited ("Food Empire" or "the Group") - a leading food and beverage group – today announced that its MacCoffee Rally Team in Ukraine has won the European Cup stage of the International "Yalta PRIME Rally".

The race was contested by Ukraine's best rally teams and professional drivers from across Europe. The rally is famous for the difficult terrain covered and is considered the most complex stage of the Yalta Prime Rally. With the President of Ukraine as its patron, the race attracted more than 200,000 spectators including politicians, businesspeople and international journalists.

The MacCoffee Team had to overcome stiff competition from 80 rally crews from a diverse range of countries, including Ukraine, Russia, Lithuania, Georgia, Czech Republic, Sweden, Austria and Italy. This stage win puts MacCoffee team in first position in the overall Championship. For more information on the car rallies that MacCoffee will be in, please proceed to the website at <http://www.maccoffee-rally.com.ua/races>

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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 59 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, 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 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.