



FOR IMMEDIATE RELEASE:

Savouring Special Moments with Klassno 2-in-1

Unsweetened Coffee has never tasted better

1st August 2006, Singapore – Food Empire Holdings, a leading food and beverage group best known for its house brand Klassno in Middle Eastern markets, expands the range with unique and tasty Klassno instant 2-in-1 (sugar-free) coffee in Iran.

Klassno instant 2-in-1 is another high quality product thanks to superior coffee beans, a fine blend that gives a perfect balance in every cup. The unique aromatic blend of Klassno 2-in-1 coffeemix and its excellent taste can convince any coffee lover to savour every sip.

Unsweetened instant coffee with a blend of high quality beans and creamer expands the selection to choose from the Klassno range. This latest addition to Klassno brings good news for coffee connoisseurs and weight watchers.

A smart packaging complements good quality instant coffee. Klassno's newest offering in stick packs works best for the convenience of drinkers who wish to savour an excellent mix at any time.

The product will be available in Iran. Like all the instant coffees in the Klassno line of products, the unique, aromatic, sugar-free Klassno 2-in-1 instant mix ensures a full satisfaction to all coffee drinkers.

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 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 company has won numerous accolades and awards including being ranked one of "The Most Valuable Singapore Brands" in 2003, 2004 & 2005 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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