



**For Immediate Release
July 10, 2006**

**ASIA'S HIGHEST VOLCANO CONQUERED
BY SINGAPORE TEAM**

***Klassno Mt Damavand Expedition a success,
but leaves David Lim with multiple injuries***

Singapore July 10, 2006 – It took him eight grueling hours of mental and physical struggle, but at 10am on June 22, Singaporean mountaineer David Lim reached the summit of Asia's highest volcano.

Without any guides or assistants, David Lim and his climbing partner Grant Rawlinson conquered Mt Damavand from the long, northeast ridge. Mt Damavand which rises 5671m above sea level has claimed the lives of many mountaineers.

"This was an extremely physical climb," said David. "We were forced to ascend 45 degree slopes and plough our way through knee-high snow. This was after 500m vertical metres of rock-scrambling on the ridge itself," said David.

During the final stage of the climb the intrepid pair had to ascend a vertical relief of 1400m to reach the peak – the equivalent of five OUB Towers stacked end on end.

"The slopes on either side of the ridge were quite exposed, and at the top a strong pungent stench of sulphur was a reminder that this is sleeping volcano – not an extinct one!" said David

When they reached the summit, David and Grant unfurled the Klassno Flag to signify their triumph.



“On the way down, we noticed the weather had begun to change for the worse. Vicious gusts of wind picked up and we could see the snow swirling around the summit where we had been climbing just hours earlier. We were lucky to get down when we did,” David explained.

Descending to the base of the mountain on June 23rd, David sustained a knee and ankle injury. A further medical check later this month will determine how severe the damage is. Presently, his left heel is still numb from an impinged nerve, and his left knee is wrapped in a brace.

The Klassno Mt Damavand Expedition was sponsored by Food Empire who sells the Klassno range of premium 3 in 1 coffee products in Iran. Food Empire is one of only a handful of Singaporean companies successfully doing business in Iran.

Mr Tan Wang Cheow, Chairman and Managing Director of Food Empire said all Singaporeans should be proud of David's latest achievement.

“David is a pioneer. His spirit of adventure and his love of a challenge are qualities that we embrace at Food Empire. We were one of the first companies to enter the Iranian market some ten years ago. Klassno is now one of the top selling brands in the 3 in 1 coffee segment,” Mr Tan said.

Currently Food Empire sells more than 20 different products in the Iranian market. The range includes instant coffee mixes, flavoured teas, ready-to-drink coffee, iced peach, lemon teas, Irish Cream, Cappuccino Gold, Wiener Melange, Latte, Classic Coffee, Amaretto, and Traditional coffee.

Over the last two years, Food Empire has enjoyed double-digit sales growth in Iran.

EXPEDITION SPONSOR: Food Empire Holdings Limited

Contact:

Daphne Wan
Food Empire Holdings Limited
+65 6744 8911
+65 6744 2116
daphne@foodempire.com

Matthew Shaw
Rubicon Consulting
+65 6465 3029
+65 9851 9340
matthew@rubicon.com.sg

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 representative and liaison offices in 18 countries 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's core brands are 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 and 2005 at the national brand award organised by IE Singapore. MacCoffee was also ranked one of "The Strongest Singapore Brands". In 2005, Food Empire Holdings was awarded the coveted Star Packaging Award for innovative design and packaging of Zinties Ice Breeze Breath Strips and OrienBites Dim Sum Pack.

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

#