

NEWS RELEASE:

MacCoffee[®] Awarded SuperBrand Status in Russia

Food Empire's Flagship Brand, MacCoffee[®], will be honoured as SuperBrand for the 2nd year in a Tribute Event in January 2008

Singapore, 24th September 2007 - Mainboard-listed Food Empire Holdings ("Food Empire" or "the Group") - a leading food and beverage group is pleased to announce that its flagship brand, MacCoffee[®] has been awarded SuperBrand status again in Russia in the Consumer Goods (B2C) category.

The award will be unveiled in a tribute event to be held in Novinsky Passage, Moscow in end January 2008. This SuperBrand program is represented in more than 70 countries and it congregates the most successful and outstanding international brands and giving recognition to these brands and trademarks, which made up the component elements of the economic growth and personify its economic power. The SuperBrands in Russia were selected by the expert council on the basis of the volume of sales and recognisability of trademarks, which are carried out by the partners of the SuperBrands Program, ACNielsen and KOMCON.

"We are elated to be awarded the SuperBrand status in Russia for the second year round. This signifies a strong recognition of the successful efforts made by local

homegrown companies in global brand building and marketing in the global marketplace. Bearing its significance, the accolade is a strong endorsement of our successful efforts in building a unique and distinctive position with our portfolio of winning brands and premium quality products in such challenging international markets. Our success in making our flagship brand, MacCoffee[®], the market leader in the emerging markets such as Russia, is a testament of how a well-managed homegrown brand can achieve in the global marketplace.”

“The award will continue to spur the Group in pursuing its continuous expansive strategy to be a premier global food & beverage group, bringing our valued proprietary brands and quality products to every corner of the global marketplace,” said Mr Tan Wang Cheow, Chairman and Managing Director of Food Empire Holdings Limited.

“The award of the SuperBrand status reiterates that MacCoffee[®] has successfully captured the essence of the widely diverse and competitive 3-in-1 market by making its brand stands out amongst the rest with its unique brand building efforts in Russia and other parts of the world.”

“We will continue to bring the MacCoffee[®] experience to all through more innovative and focused brand building activities,” said Mr Sudeep Nair, Executive Director and Head of Moscow Office.

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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 established offices 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 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.