



FOR IMMEDIATE RELEASE:

Food Empire Announces Sponsorship of ISU European Figure Skating Championships 2010

MacCoffee™ Sponsorship of 2010 European Figure Skating Championships in Tallinn, Estonia



Singapore, 14th December, 2009 - Mainboard-listed Food Empire Holdings (“Food Empire” or “the Group”) - a leading food and beverage group – announced its sponsorship of the European Figure Skating Championships via its flagship brand, **MacCoffee™**.

The ISU European Figure Skating Championships competition is an annual event, which attracts the best skaters from all of the European ISU Member Nations to compete in the categories of men's singles, ladies singles, pair skating, and ice dancing. The event will be held in the Saku Suurhall in Tallinn, Estonia from January 18 through January 24, 2010.

Food Empire's flagship brand, MacCoffee is honoured to be the official sponsor for the fourth time. The sponsorship continues the Group's involvement with world-class winter sports as a powerful medium to communicate its dynamic and leading image of 3-in-1 instant coffee mix towards its target audiences, especially in its core markets of Russia and Eastern Europe.

“We are greatly honored to be the official sponsor of the ISU European

Figure Skating Championships 2010 and it is our ongoing commitment to promote well-liked and healthy winter sports.” said the Managing Director, Mr Tan Wang Cheow.

“In our support of this international event and sharing the glory of the Championship, we believe MacCoffee will proudly serve a special customer experience to all of our worldwide guests and viewers.”

The Group has also initiated a suite of advertising and promotional campaign in relation to the sponsorship of this world-class event. For more information about the event, please proceed to <http://www.euroskate2010.eu>.

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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 60 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 400 types of products under its own brands including MacCoffee, Klassno, Hyson, OrienBites 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 and 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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