



Press Release

RELEASE DATE: 4th August 2006

Savour MacChocolate At Kazantip Festival, Crimea

4 Aug 2006, Singapore - Food Empire Holdings, the proud manufacturer of the world famous instant coffee brand, MacCoffee is honored to be the official sponsor of 3-in-1 MacChocolate drink for the Kazantip Festival 2006 in Crimea, Ukraine.

Partygoers are encouraged to revel at evening beach parties all night long, and sporty individuals are invited to participate in beach volleyball championships and wheelbarrow races at Salt Lake, located at the Kazantip republic territory (also known as the Country of Happiness). With island-wide sampling of mouth-watering MacChocolate 3-in-1 beverage at over five signature MacChocolate Spacecraft Bars, the inhabitants of Kazantip are soon turning into chocoholics.

As part of the celebration of this out-of-this-world party, MacChocolate will also be presenting the MTV-styled presentation on The WebCamera Show on M1 TV Channel. The events and active lifestyles of the Kazantip inhabitants will be filmed by the popular music channel, Channel M1 and airing daily till 28th August 2006.

On Kazantip Festival

Kazantip's open-air summer music and dance festival welcomes all guests and participants in Crimea, Ukraine from July 7th to August 26th. With 10 dance floors, the best Russian and Ukraine DJs, and beach parties everyday, this major event in Europe's clubbing scene is also referred to as "The Kazantip Republic". With a variety of fun and entertaining events, Kazantip is set to impress with a buzzing, vibrant nightlife and exciting activities. Held for the first time since 14 years ago, the festival is one of the most popular events that now gather more than 50 000 people. As expected, Kazantip is not only a modern dance and music festival but also touted as a way of life for many youngsters.

Food Empire Holdings is proud to share their tantalizingly tasty MacChocolate 3-in-1 mix with visitors to this Russian version of techno Woodstock. Created with an exquisite blend of cocoa and creamer, MacChocolate is a rich and satiny smooth chocolate beverage to cater for the lifestyles of modern citizens who are always on the go. As a sunny beach paradise throbbing with non-stop music, Kazantip is the perfect destination to bask in the sun, sand and sea as well as enjoy a deliciously rich cup of MacChocolate.

About MacChocolate

Representative office of TM MacChocolate started operations in Ukraine since 1995. Today, Company has in its portfolio over 200 products, selling them under brands MacCoffee, MacChocolate, MacTea, Besame and Kracks. Quality of MacCoffee products was recognized by most prestigious international competition "#1 Choice of the Year" – MacCoffee 3in1 was recognized as "Best Coffee Mix" 5 times – 2001, 2002, 2003, 2005, 2006. Creative and outstanding advertising campaign for MacCoffee brand won Grand Prix of Kiev International Advertising Festival in 2005 and Silver Medal on Moscow International Advertising Festival.

For more information, pls log on www.macchocolate.com

About Food Empire

"We aim to be a leading global food and beverage company providing quality products and services. We will achieve this goal as we have the people, the passion and the enterprising spirit to make a difference. "

SGX mainboard-listed Food Empire Holdings Limited is a leading food and beverage company headquartered in Singapore. We manufacture and market more than 200 types of instant beverages and food products such as frozen finger food, frozen seafood, candy and snacks under our own brands MacCoffee, Klassno, FesAroma, Besame, OrienBites, MacCandy, Zinties and Kracks.

Our products are exported and sold in more than 50 countries in major markets such as in Russia, Eastern Europe, Central Asia, Indochina and the US. Food Empire Holdings has 18 offices (liaison and representative) in Russia, Ukraine, Kazakhstan, Uzbekistan, Turkey, Iran, Poland, Belgium, Bahrain, Mongolia and Vietnam. We have 4 manufacturing plants in Asia where we exercise strict quality control to produce only the best products. Our competitive advantage is our international network, market knowledge and product expertise.

For more information, pls log on www.foodempire.com