

MEDIA RELEASE

**OLD CHANG KEE MARKS ITS FORAY
INTO THE PEOPLE'S REPUBLIC OF CHINA ("PRC")
WITH FLAGSHIP RESTAURANT IN CHENGDU**

- *Located in the hip and trendy YY Sports Mall along Chunxi Road, equivalent to Singapore's Orchard Road*
- *The Group is on track to exceed 80 new outlets across the region by 2008*

28 October 2008 (Chengdu, PRC) – Old Chang Kee Ltd. ("Old Chang Kee" or "the Group"), operating the Singapore brand, *Old Chang Kee*, a household name synonymous with the curry puff and a spread of other food products since 1956, announced its foray into PRC with the opening of its flagship restaurant in Chengdu. Witnessed by Guest-of-Honour Associate Professor Koo Tsai Kee, Minister of State (MOS), Ministry of Defence, Singapore, cum Co-Chairman of Singapore-Sichuan Trade and Investment Committee (SSTIC) and International Superstar from Singapore, Lin Jun Jie ("JJ Lin"), this is part of the Group's continuous effort to expand into the region. The Group is on track to exceed 80 new outlets across the region by 2008.

Situated in the hip and trendy YY Sports Mall along Chunxi Road, equivalent to Singapore's Orchard Road, the flagship restaurant was designed to have an adequate representation of the idiosyncrasies of the Singaporean culture. In addition, the walkways in the restaurant will be adorned with colorful murals made up of the images of Singaporean expatriates working in Chengdu, giving the restaurant a distinctive local touch.

"Over the years, Singapore cuisine such as our local curry puffs has reached the far corners of the world. Through promoting the Singapore food experience that comprises high quality and a unique blend of cultural heritage and fusion tastes, we want to help our food services players gain greater foothold abroad. With the launch of Old Chang Kee's first restaurant in Chengdu, PRC, we hope that local must-try dishes will be inextricably linked to Singapore in the minds of diners worldwide," said **MOS Koo**.

Mr Han Keen Juan, Chairman of Old Chang Kee said, "With the intent to bring our heritage to PRC, we chose to open our flagship store in Chengdu. We want to further demonstrate our long-term commitment to PRC, and the importance of PRC as a key growth market for Old Chang Kee. We believe Chengdu is a strategic area for us to anchor our flagship Old Chang Kee brand due to its prime location. We are also grateful to International Enterprise Singapore for its strong support in helping us establish this store."

To attract both the young and old alike, International Superstar from Singapore, JJ Lin will be performing during the opening ceremony. Commenting on the launch of Old Chang Kee's flagship restaurant in Chengdu, he said, "It is my privilege to grace the opening of Old Chang Kee's restaurant, the first in PRC. The brand is no stranger to most of us who have grown up eating Old Chang Kee's curry puffs. I believe the inception of Old Chang Kee's restaurant in Chengdu will be a roaring success."

Through the market feasibility test amongst the local, the restaurant located at YY SPORTS Mall #04-02 No 48 Zheng Ke Jia Street, Chun Xi Road, Chengdu, Sichuan, PRC will be named 'OCK' in China for better brand retention.

For more information on Old Chang Kee, please visit www.oldchangkee.com

-The End -

About Old Chang Kee Ltd.

Listed on the SGX Catalist in January 2008, "Old Chang Kee" is one of Singapore's most recognised household brands, with a promise to provide convenient alternatives to fast food for its consumers. Its signature product is the well-known "Old Chang Kee" curry puff, which has over 52 years of history in Singapore.

The Group's product portfolio also consists of a wide variety of over 40 other products such as deep fried seafood items and other local delicacies. They have also diversified with dine-in services at the "Take 5" retail outlets and quality pies at "The Pie Kia Shop". The Group also provides delivery services to the central business district and other selected areas in Singapore.

The Group currently owns more than 70 outlets in Singapore, the People's Republic of China, Malaysia and franchised outlets in Indonesia and the Philippines.

Issued for and on behalf of Old Chang Kee Ltd.

PRC Media

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