

FOR IMMEDIATE RELEASE

Count on Old Chang Kee to celebrate National Day 2008

Singapore, 7 August 2008 – In conjunction with Singapore's 43rd birthday this month, Old Chang Kee, one of Singapore's most recognised household brands, unveils a special island-wide promotion on all items including its signature curry puffs for the period of 9 to 11 August 2008.



“At Old Chang Kee, we would like to take this opportunity to offer our best wishes to Singapore on her birthday this year! Over the years, we have evolved from a humble local brand and expanded our presence to various overseas markets.

With this treat, we would like to take this chance to thank our fellow Singaporeans who have grown together with us.”

Mr William Lim
CEO of Old Chang Kee

Mr Lim added, “With increasing concerns on the presence of Transfatty Acids in commonly eaten foods, we would also like to emphasize that Old Chang Kee has been tested to be Trans-fat free. Registering less than 0.03% of Transfatty Acids across the board, we are glad to be a part of the nationwide move towards a healthier lifestyle.”

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 60 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.

By Financial PR Pte Ltd

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