



NEWS RELEASE

KINGSMEN ACHIEVES RECORD INTERIM NET PROFIT

- Net profit jumps 65% to S\$2.8 million
- Fourth consecutive year of growth in interim revenue and net profit
- Revenue growth in all business divisions
- To see contribution from newly acquired Kingsmen Affiliates in Greater China, Middle East and India by end of 2007

1HFY2007 Results Highlights:

	1HFY07	1HFY06	Change
Turnover	S\$48.3m	S\$40.9m	+ 18%
Gross profit	S\$12.8m	S\$11.1m	+ 15%
Net profit	S\$2.8m	S\$1.7m	+ 65%
Diluted EPS	2.50 cents	1.69 cents	+ 48%

“Our first half numbers reflect the capabilities and strong market position we have established and the high demand for our services. These are exciting times for our business, as the strong growth in Asia Pacific has opened up unprecedented opportunities for us. With our strategic regional network of 16 offices and facilities, we are well poised to tap on the potential in these markets. We are therefore confident of maintaining our growth momentum.” said **Mr Benedict Soh (苏锡波), Executive Chairman of Kingsmen.**

Singapore, August 7, 2007 – Kingsmen Creatives Ltd (“Kingsmen”) (“*金明创新*”) and its subsidiaries (“the Group”), a leading communications design and production group in Asia Pacific and the Middle East, today announced another strong set of financials, with interim net profit increasing 65% to S\$2.8 million for the six months ended June 30, 2007 (“1HFY2007”). This was on the back of an 18% rise in revenue to S\$48.3 million in 1HFY2007, from S\$40.9 million in the previous corresponding period.

Commenting in the Group’s strong performance, Mr Soh said: “This marks the fourth straight year that Kingsmen has delivered growth in both its interim revenue and net profit. I am also pleased to note that all our business divisions have recorded growth, attesting to the growing breadth and depth of our business. Moving forward, we expect to see growing contribution from all our markets. These include our export markets in Europe and the US; emerging markets like Greater China, the Middle East and India; and the Singapore market which is poised to see strong growth.”

While all business divisions in the Group recorded growth, the Interiors division was the key revenue contributor with S\$27.3 million or 56.5% of 1HFY07 revenue. This came from key accounts and “roll-out programmes” throughout Singapore, Malaysia and Indonesia, including repeat customers and brands such as Banana Republic, Burberry, Coach, DBS, Esprit, Gap, Guess, La Senza, Nokia, the Robinsons Group and Tag Heuer.

The Exhibitions and Museums division recorded a revenue of S\$18.1 million, primarily from major exhibition events such as Communique Asia, Paris Airshow, TFAP, event launches for BMW in Singapore and Yamaha Motors in Vietnam, and the year round Jomheboh event in Malaysia. For the Museum segment in particular, the Group has made significant progress in its two Singapore projects: the Home Team Academy Museum and the Army Museum. Both projects are scheduled for completion in the third quarter of this year.

The Research and Design division and the Integrated Marketing Communication division also reported a rise in revenue, contributing the balance S\$2.9 million for 1HFY2007.

Prospects for FY2007

Moving ahead, the Group intends to grow its fixture manufacturing and export business to the European and US markets. The Interiors division in particular is expected to achieve a record year in 2007, as two major shopping center projects in Kuala Lumpur and “roll-out programmes” for key accounts within Asia are lined up for completion before the end of the year.

The Group has already secured confirmed contracts of approximately S\$93.2 million as at August 6, 2007. Some significant projects clinched by the Group include exhibits for Sibos 2007, Tempus and graphics installation works for Eye Corp, under the Exhibitions and Museums division. For the Group’s Interiors and Design divisions, some projects include those undertaken for Aldo, Apple, Banana Republic, DBS, Esprit, Gap, John Little, Marks and Spencer, Nokia, Robinsons Department Store, and Tiffany.

The Group has also secured more than S\$15 million worth of contracts for jobs in two new major shopping centers in Kuala Lumpur; Mid Valley (The Gardens) and Pavillion; which are scheduled to be opened before the end of 2007.

Commenting on the Group’s growth prospects in the Singapore market, Mr Soh said, “We see a new era in the growth of the MICE industry in Singapore, especially given the Singapore Government’s plans to grow this industry in a bid to establish Singapore as the premier meeting capital of the world and a world-class entertainment city. This together with our recent award as the “Service Partner Excellence of the Year” at the inaugural Singapore Business Events Awards by the Singapore Tourism Board, position us strongly as the partner of choice in the Singapore market.”

About Kingsmen Creatives Ltd.

Listed on the SGX-SESDAQ in 2003, Kingsmen is a leading communications design and production group in Asia Pacific and the Middle East. Established in 1976, its four business segments comprise Exhibitions & Museums, Retail & Office Interiors, Research & Design, and Integrated Marketing Communications.

Kingsmen offers a “one-stop-shop” solution through a vertical and horizontal integration of services, giving their clients the benefits of convenience and cost savings. Building on its design-led, quality and service-driven culture, the Group has established a visible brand name that is synonymous with creative and innovative solutions.

Together with its affiliates, Kingsmen has a regional network of 16 offices and full-service facilities in Asia Pacific and the Middle East. The Group has a long-standing base of clients from diverse industries including well-known names such as Robinsons Group (including John Little and Marks and Spencer), DBS Bank, FJ Benjamin, Nokia and Tiffany. Past and current significant events managed by the Group include the i-Space Exhibition and the Nanotechnology Exhibition, TFAP, Home Team Academy Museum, the Army Museum, Communique Asia 2007 and Sibos 2007.

ISSUED ON BEHALF OF	:	Kingsmen Creative Ltd
BY	:	Citigate Dewe Rogerson, i.MAGE Pte Ltd 1 Raffles Place #26-02 OUB Centre SINGAPORE 048616
CONTACT	:	Andrew Cheng / Karin Xiao at telephone
DURING OFFICE HOURS	:	6534-5122 (Office)
AFTER OFFICE HOURS	:	9633-7377 / 9827-5226 (Handphone)
EMAIL	:	andrew.cheng@citigatedrimage.com karin.xiao@citigatedrimage.com

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