

## **SENIOR MANAGEMENT APPOINTMENTS & REALIGNMENT OF DUTIES**

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The board of directors (the “Directors”) of Kingsmen Creatives Ltd. (the “Company”) is pleased to announce the following management changes to better position the Group for growth in the coming years .

Mr Anthony Chong , Executive Director, Kingsmen Exhibits Pte Ltd since 1999 will be promoted to Managing Director, Kingsmen Exhibits and remain as a board director. In his new position, he will be responsible for identifying new opportunities and business to drive the Group’s Exhibitions, Museums and Thematic business, as well as the day-to-day operations and management of Kingsmen Exhibits.

Mr Alex Wee, Executive Director, Kingsmen Projects Pte Ltd since 2000, will be promoted to Managing Director, Kingsmen Projects and be responsible for developing and growing the Group’s retail and corporate interior business as well as managing the day-to-day operations and business of Kingsmen Projects.

Mr Simon Ong, one of the founders of the Group and the Group Managing Director will also be appointed as CEO. He will oversee the Group's day-to-day management, its strategic development as well as the creative direction and standards of the Group.

Mr Benedict Soh, Executive Chairman and one of the founders of the Group will transition out of his day-to-day role in the Group and focus on its strategic direction, explore business opportunities and build the Group’s leadership capabilities. He will also continue to oversee some of the Group’s overseas offices.

The above changes will take effect on 1 January 2011.

By Order of the Board

Soh Siak Poh Benedict  
Executive Chairman  
29<sup>th</sup> December 2010