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## **ANNOUNCEMENT IN CONNECTION WITH BUSINESS TIMES ARTICLE ON 4 JULY 2013**

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The Board of Directors ("Board") of Kingsmen Creatives Ltd. (the "Company") wishes to make this announcement in response to the article that appeared in the Business Times dated 4 July 2013 ("the BT Report"). This announcement is intended to make clear the dispute between the Company's subsidiary, Kingsmen Exhibits Pte Ltd ("KE") and Premier Inc ("Premier"). The BT Report contains inaccuracies, does not give the complete picture and appears to be substantially focused on Premier's case.

Premier have made serious and what KE believes to be unfounded allegations against KE in relation to the work done by KE for the Titanic Exhibition in The Venetian in Macau ("the Venetian Titanic Exhibition"). KE had undertaken works for the Exhibition as part of its overall business in the events and exhibitions industry.

First it must be made clear that Premier do not own the sole or exclusive right to exhibitions relating to the SS Titanic. There are at least 10 exhibitions relating to the SS Titanic in various parts of the world that have nothing to do with Premier at all. These include:

- a. "Titanic Belfast" in Belfast;
- b. "Titanica The Exhibition" at the National Museums Northern Ireland;
- c. "Titanic Branson" in Branson, Missouri;
- d. "Titanic Pigeon Forge" in Pigeon Forge, Tennessee;
- e. "Titanic and Liverpool: the untold story" at the National Museums Liverpool;
- f. "Titanic Die Ausstellung" in Germany;
- g. "Titanic, Return to Cherbourg" in Cherbourg, France;
- h. "Titanic The Exhibition" operated by Musealia;
- i. "Remembering Titanic – 100 years" at the Australian National Maritime Museum; and
- j. "Titanic: 100 Years" in Washington D.C. by National Geographic.

Next, it is KE's case that any assertion of an alleged copyright breach by KE for the Venetian Titanic Exhibition is without merit. The allegation of intellectual property ownership by Premier is challenged and disputed by KE.

The Venetian Titanic Exhibition was a partnership primarily between National Geographic and Mr Tom Zaller and for which KE undertook physical installation and other support work. As far as KE is aware, the exhibition in Macau at the Venetian was new. It had new writers, content developers, designers and a partnership with National Geographic.

The BT Report quotes the allegations in the legal proceedings commenced by Premier in the state of Florida in the United States of America ("the Florida Proceedings") that Premier had given repeated warnings to KE and that KE refused to stop "pirating Premier's copyright" in October 2012. This is untrue. The first time that KE had ever heard from Premier was on 12 March 2013.

It was KE who in fact commenced the present Court proceedings in Singapore ("the Singapore Court Proceedings") following threats by Premier against KE. KE believed that the threats by Premier were groundless and wanted to make this clear. Following KE's commencement of the Singapore Court Proceedings, Premier then sought to commence the Florida Proceedings.

KE believes that Florida is not the appropriate forum or place to resolve the dispute and KE believes that the Courts in Singapore would be the best and most appropriate Court to deal with the dispute between KE and Premier. KE have therefore applied to the High Court in Singapore for an order to stop the Florida Proceedings and to have all the disputes heard and determined by our Singapore Courts.

The BT Report that Premier is applying to strike out KE's suit is also inaccurate. Premier is only applying to stay or hold the Singapore Court Proceedings on the basis that Florida is the better forum. The striking out applications before the Singapore Courts presently is an application by KE to strike out portions of Premier's sworn evidence and Premier's application to strike out parts of their, Premier's, own affidavits.

KE will continue to update shareholders on key developments in the present litigation. Based on the facts known, the Company does not believe that this dispute will have a material impact on the Company.

**BY ORDER OF THE BOARD**

Soh Siak Poh Benedict  
Executive Chairman  
5 July 2013