

KINGSMEN CREATIVES LTD.

(Incorporated in the Republic of Singapore with Registration Number 200210790Z)

THE PROPOSED SHARE SPLIT OF EVERY TWO ORDINARY SHARES IN THE CAPITAL OF KINGSMEN CREATIVES LTD. ("THE COMPANY") INTO THREE SHARES (THE "PROPOSED SHARE SPLIT") - IN-PRINCIPLE APPROVAL FROM THE SINGAPORE EXCHANGE SECURITIES TRADING LIMITED (THE "SGX-ST")

Further to the announcement by the Company on 7 March 2008 in relation to the Proposed Share Split, the board of directors of the Company is pleased to announce that the Company has today received in-principle approval from the SGX-ST for the listing and quotation of up to 63,236,886 new ordinary shares (the "New Shares"), pursuant to the Proposed Share Split, on the Official List of the SGX Catalyst subject to the following conditions:-

- a) shareholders' approval for the Proposed Share Split at the EGM to be convened;
- b) compliance with the SGX-ST's continuing listing requirements; and
- c) submission of Notification in Rule 864(4), if applicable, upon any significant changes affecting the matter in the application.

The in-principle approval from the SGX-ST is not an indication of the merits of the Company, the New Shares or the acquisition.

A circular (the "Circular") setting out further details of the Proposed Share Split and to seek the approval of shareholders for the Proposed Share Split at an extraordinary general meeting will be despatched to the Shareholders in due course. The Company will make a separate announcement in conjunction with the despatch of the Circular.

By Order of the Board
Benedict Soh Siak Poh
Executive Chairman
26 March 2008