

NEWS RELEASE

KINGSMEN'S FY2009 NET PROFIT INCREASES TO S\$14.9 MILLION

- Revenue increases 27% to S\$242.0 million
- Records sixth straight year of growth
- Growth driven by strong contribution from Singapore and North Asia operations
- Proposes final dividend of 2 cents per share

FY09 Results Highlights:

	FY09	FY08	Change
Turnover	S\$242.0m	S\$190.6m	+ 27%
Gross profit	S\$59.5m	S\$58.5m	+ 1.7%
Net profit	S\$14.9m	S\$14.2m	+ 5.1%
Diluted EPS	7.87 cents**	7.46 cents*	-

** Based on 189,381,000 weighted average number of shares in issue

* Based on 190,034,000 weighted average number of shares in issue

“We have delivered on our promise of a better 2009, despite the tough economic conditions in the market. More importantly, 2009 marked several milestones and developments that position us well for growth in the years ahead. These include the experience and expertise gained from our thematic and scenic works at Universal Studios and the “re-engineering” of retail store fixtures for export to Europe and the US. These, combined with our strong recurring existing businesses, give us good visibility and confidence for a strong 2010. ” said **Mr Benedict Soh (苏锡波)**, **Executive Chairman of Kingsmen.**

Singapore, February 24, 2010 – 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 a record turnover and net profit for the financial year ended 31 December 2009 (“FY09”). Turnover jumped 27% to S\$242.0 million, while net profit increased 5.1% to S\$14.9 million in FY09.

The Group’s growth was mainly driven by full year revenue contribution from its Singapore and North Asia operations.

Commenting in the Group’s performance, Mr Soh said: “As expected, 2009 was a tough year for the global exhibition industry which saw cut-backs and the scaling down of shows. We too were impacted. Anticipating this, we started to develop competencies in new areas such as thematic and scenic works and the volume exporting of retail fixtures. These have proven prescient. Moving forward, we see good demand for our services, especially in light of the recovery in the global economies and the gradual recovery of the exhibition sector. ”

The Group’s Exhibitions and Museums division saw revenue increased 48.5% to S\$133.8 million in FY09. This was contributed mainly by the completion of over S\$70 million worth of projects for Universal Studios Singapore, as well as major exhibition and events such as the Dubai Airshow, F1 Singapore Grand Prix, IDEX Abu Dhabi 2009, Korean Airshow, SIBOS in Hong Kong, TFWA Asia Pacific 2009, several automobile shows for Nissan across various cities in China and several museum projects in China and Dubai. .

The Group’s Interiors division likewise continued to perform well, posting a revenue of S\$93.7 million in FY09, compared to S\$88.7 million in FY08. This was achieved through key accounts such as Burberry, Cotton-on, Esprit, FJ Benjamin, Hinckley, Luxury Venture, LVMH, RSH Singapore, Swarovski Tiffany & Co. and Uniqlo. The fixture export business also saw a marked increase, with orders from Aldo, Polo Ralph Lauren and Tag Heuer.

The Group's Research and Design division recorded a revenue of S\$5.8 million, while revenue from the IMC division increased from S\$5.8 million to S\$8.8 million in FY09.

Outlook for FY2010

The Group expects 2010 to be another good year, given the upturn of the global economies. As at 23rd February 2010, the Group has secured contracts of approximately S\$84.0 million, of which S\$70.0 million is expected to be recognized this financial year.

As at the end of 2009, over 18 months, the Group completed S\$82 million worth of contracts in Universal Studios Singapore and in 2010, expects to be involved in Phase 2 of the theme park. Significantly, its work and experience in Universal Studios has opened up new opportunities for the Group to work on various other theme parks that are currently planned in the region, notably in the Middle East, China and Korea.

Elsewhere in the region, preparation work has begun for projects in the Shanghai World Expo which will open in May 2010. A total of seven pavilions with contracts valued at over S\$20 million were awarded to Kingsmen. The Group's Museums business continues to be an avenue of growth, especially in China where it has successfully completed numerous museum projects across the country.

With the gradual recovery of the global economy, the exhibitions and MICE-related businesses are expected to improve. In Singapore, this will be even more evident with the opening of the Marina Bay Sands in the next few months.

The interiors division is expected to maintain its momentum. On the local retail front, business is buoyant and the Group is currently working on numerous shops and boutiques in Resort World at Sentosa and Marina Bay Sands Shoppes®, as well as numerous other shop fit-outs along Orchard Road in the Heeren, Knightsbridge, Scape and 313 Somerset.

Regionally, the Group continues to fit out numerous boutiques for Tag Heuer and Swarovski under their roll-out plans. The Group has also received repeat orders from

globally renowned retailers such Polo Ralph Lauren and Aldo, to provide fixtures for their shops in Japan, Europe and US. This segment of the Group's business continues to show steady growth as it sees increasing requests and inquiries for lower cost solutions from international clients and from global brands with operations in Asia, Europe and the US.

Commenting on the Group's prospects, Mr Soh said: "We are extremely excited about the prospects for our business going forward. This is the decade of strong growth for Asia and we are well positioned to ride on this wave. Our offices and facilities in key Asian cities, ability to provide quality integrated solutions with speed and value, and strong track record will be the catalysts driving our business forward."

In line with the Group's policy of distributing its profits to reward loyal shareholders, the Board is recommending a final dividend of 2 cents per ordinary share. Combined with the interim dividend of 1.5 cents declared in August 2009, the Group would have paid out a combined dividend of 3.5 cents per share in FY09.

About Kingsmen Creatives Ltd.

Listed on the Main Board of the Singapore Exchange, 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 & Corporate 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 17 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 BMW,

Burberry, DBS Bank, Dickson Group, Esprit, FJ Benjamin, Gucci, Nokia, Robinsons Group (including John Little and Marks and Spencer), Tiffany and Wing Tai.

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