

NEWS RELEASE

KINGSMEN'S INTERIM NET PROFIT INCREASES 17.2% TO S\$6.9 MILLION

- Revenue increases 25.5% to S\$111.3 million
- Records seventh consecutive year of growth in interim revenue and net profit
- Growth continues to be driven by its Exhibitions & Museums and Interiors divisions
- Proposes interim dividend of 1.5 cents per share

1HFY10 Results Highlights:

	1HFY10	1HFY09	Change
Turnover	S\$111.3m	S\$88.7m	+25.5%
Gross profit	S\$30.1m	S\$25.4m	+18.6%
Net profit	S\$6.9m	S\$5.9m	+ 17.2%
Diluted EPS	3.64 cents	3.11 cents	+ 17.0%

“With Asia spearheading the global recovery, our operational footprint is exactly where we ought to be - at the heart of where it is all happening. The next few years will be even more exciting for us as the world looks towards Asia for solutions. Our challenge is to have sufficient capacity and capability to meet that demand. Our focus over the next few years will therefore be to build even stronger competencies in our current territories and thereafter, to deepen our reach into new markets within these territories.”

said **Mr Benedict Soh, Executive Chairman of Kingsmen.**

Singapore, August 12, 2010 – Kingsmen Creatives Ltd (“Kingsmen”) (“金明创新”) and its subsidiaries (“the Group”), a leading communication design and production group in Asia Pacific and the Middle East, today announced a 17.2% growth in interim net profit to S\$6.9 million for the six months ended June 30, 2010 (“1HFY10”). Group revenue increased 25.5% to S\$111.3 million in 1HFY10, from S\$88.7 million in the previous corresponding period.

Commenting on the Group’s performance, Mr Soh said: “We have just gone through a busy first half and delivered well on all our projects. We know that we cannot rest on our laurels and must constantly be vigilant for changes in the market, new trends and opportunities that arise. We are therefore consistently improving our capabilities and fine-tuning our businesses to be relevant to our clients’ needs. While our business segments continue to see strong demand, our next phase of growth will be directed at strengthening our competencies, expanding our market reach and offering more integrated marketing solutions to our clients.”

Driving the Group’s growth was better top-line performance by both the Exhibitions and Museums division and the Interiors division.

The Exhibitions and Museums division recorded revenues of S\$56.6 million in 1HFY10, a 22.0% improvement over 1H 2009. This was largely contributed by works on seven pavilions at the Expo 2010 Shanghai with a combined contract value of over S\$24 million, as well as exhibition projects such as the Asia Pacific Maritime 2010, Food and Hotel Asia 2010, Singapore Airshow 2010, Tax Free Asia Pacific 2010 and various auto-shows for Nissan/Infiniti.

The Interiors division also performed well, posting higher revenues of S\$49.6 million in 1HFY10, a S\$12.7 million or 34.5% increase over 1H 2009. Key projects completed during this period included several boutique fit-outs for Tiffany and Burberry in Singapore, Hong Kong and China. In addition, the division also completed 13 shops at Marina Bay Sands which contributed about S\$6 million to revenue in 1H 2010, and another 15 shops to be completed by the end of the year. These shops at Marina Bay

Sands include Bottega Veneta, Burberry, Chanel, Chaumet, Fendi, Polo Ralph Lauren, Swarovski, The Hour Glass, Tiffany & Co and Uemo Collezioni & Stefano Ricci.

The Research and Design and IMC divisions recorded revenues of S\$2.3 million and S\$2.8 million respectively.

Outlook for FY2010 and Beyond

The opening of the new Integrated Resorts has added new impetus for growth in the Singapore economy. The Government's drive to make Singapore a globally preferred business events destination, has given new life to the local MICE industry, with activities ranging from international shows and plays, to the Youth Olympics Games and the F1 Grand Prix. At Sentosa, the Group is currently carrying out additional works for Universal Studios Singapore, and expects to be involved in the development of the second and third phases of the park over the next few years.

On the local retail front, the Group is working on numerous shops and boutiques at Marina Bay Sands and with the ongoing renewal of Orchard Road, it expects to be involved in numerous fit-out projects in Heeren, Knightsbridge, Scape and 313 Somerset.

With Asia leading the recovery, many retailers are relooking at their expansion plans, especially into Asia. Given the Group's strong track record and established relationships with clients, it is well positioned to capitalize on this development, building an even stronger market presence in the region. In one of its key markets, China, the Group has already built a strong reputation for quality works, becoming the partner of choice for global brands such as Tiffany and Burberry. The Group continues to receive orders from globally renowned retailers to provide fixtures for their shops in Japan, Europe and the US.

Elsewhere in the region, the Group's associated company in India has secured approximately S\$6 million in contracts to construct the media and broadcast facilities for the coming Commonwealth Games 2010. In addition, its Hong Kong and Singapore

offices have also been awarded a contract to work on the extension of Hong Kong Disneyland. With various theme parks earmarked to be opened in the region over the next few years, including Malaysia's Legoland, Shanghai Disneyland Resort and Universal Studios in Dubai, Seoul and Shanghai, the Group is confident of seeing this business area expand dramatically.

As at 11 August 2010, the Group has been awarded contracts of approximately S\$187 million, of which S\$173 million is expected to be recognised in FY2010.

In line with the Group's policy of distributing its profits to reward loyal shareholders, the Board is recommending an interim dividend of 1.5 Singapore cents per ordinary share.

About Kingsmen Creatives Ltd.

Listed on the Main Board of the Singapore Exchange, Kingsmen is a leading communication 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 Communication.

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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