



## NEWS RELEASE

### **KINGSMEN WINS 3<sup>RD</sup> CONSECUTIVE INTERIOR BUILDERS GOLD AWARD**

*Singapore, October 1, 2010* – Kingsmen Creatives Ltd (“Kingsmen”), a leading communications design and production group in Asia Pacific and the Middle East, today announce that it has won its third Interior Builders Award (Gold) at the Singapore Furniture Industry Awards (SFIA) 2010. This marks the 3<sup>rd</sup> consecutive win for Kingsmen since the Awards was first introduced in 2003.

Organized by the Singapore Furniture Industries Council, the Awards honor outstanding individuals and enterprises that made significant contributions to the furniture industry in Singapore. The Interior Builders Award, one of SFIA’s most-coveted categories, is the one and only award in Singapore that pays tribute to the “specialists” in interior fit-out and customized furniture. The award highlights companies who have promoted innovation, creativity and excellence by translating interior designs into practical, effective and quality solutions thereby raising the standards, profile and image of Singapore’s furniture industry.

Winning GOLD in ALL three Interior Builders Awards since it was introduced is a testament of Kingsmen’s consistency in quality project delivery and customer service over the years. Kingsmen has completed projects for international brands such as BMW and Burberry,



thematic interiors for Universal Studios Singapore and fit-outs for Luxury Fashion Galleria at Resorts World Sentosa.

With a “Design-led, Quality and Service Driven” corporate philosophy, Kingsmen constantly innovates and improves its processes and quality to provide customized, cost-efficient and effective interior fit-out solutions to clients like Dickson Group, FJ Benjamin, Robinsons Group and Wing Tai Asia.

Commented Mr. Simon Ong, Group Managing Director of Kingsmen, on winning the Awards: *“We are delighted with this hat-trick! Winning this award for the third time is all the more special as it reaffirms the industry’s recognition for the quality of our work, our commitment to clients and the spirit of innovative and design that resides within our Group. It is a tribute to our design and project teams who continuously seek to deliver the unique Kingsmen service that we have become known for.”*

### **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, Esprit, Gucci, Nokia, Polo Ralph Lauren, Resorts World Sentosa, Singapore Grand Prix, Tax Free World Association, Tiffany & Co. and the Valiram Group.

-- END --

For more information, please contact:

Andrew Cheng  
Group General Manager  
Kingsmen Creatives Ltd  
DID: (65) 6880 0465  
Fax: (65) 6880 0038  
Email: [andrewcheng@kingsmen-int.com](mailto:andrewcheng@kingsmen-int.com)

Victoria Narciso  
Manager, Corporate Communications  
Kingsmen Creatives Ltd  
DID: (65) 6880 0029  
Fax: (65) 6880 0038  
Email: [victoria@kingsmen-int.com](mailto:victoria@kingsmen-int.com)