



## **NEWS RELEASE**

### **KINGSMEN'S MALAYSIAN SUBSIDIARY WINS BANK NEGARA MALAYSIA CONTRACTS WORTH APPROXIMATELY S\$10.5 MILLION**

- **Works will be for the new "Bank Negara Malaysia Museum and Bank Negara Malaysia Art Gallery"**
- **Project expected to be completed by October 2008**

*Singapore, December 14, 2007* – Kingsmen Creatives Ltd ("Kingsmen" or "the Group"), a leading communications design and production group in Asia Pacific and the Middle East, today announced that its 71%-owned subsidiary, Kingsmen Sdn Bhd, has been awarded contracts worth MYR24.0 million (approximately S\$10.5 million) by the Bank Negara Malaysia, for its upcoming Bank Negara Malaysia Museum and Bank Negara Malaysia Art Gallery (the "Contracts").

Under the terms of the Contracts, Kingsmen will execute and complete the fit-out and other associated works for the museum and the art gallery.

Mr Benedict Soh, Executive Chairman of Kingsmen, said: "We are pleased to have clinched yet another substantial contract right after our recent win of the FORMULA 1™ contract. Our successive wins of contracts bears testimony to the high quality of our works."

The new contract is expected to contribute positively and materially to the earnings per share and net tangible assets per share of the Company and its subsidiary companies for the next financial year ending 31 December 2008.

## About Kingsmen Creatives Ltd.

Listed on the SGX-SESDAQ in 2003, 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 & Office 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 16 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 Robinsons Group (including John Little and Marks and Spencer), DBS Bank, FJ Benjamin, Nokia and Tiffany. Past and current significant events managed by the Group include the i-Space Exhibition and the Nanotechnology Exhibition, Tax Free Asia Pacific, Home Team Academy Museum, the Army Museum, Communic Asia 2007 and Sibos 2007.

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