



## **NEWS RELEASE**

### **KINGSMEN SECURES CONTRACT WORTH APPROXIMATELY S\$25 MILLION TO INSTALL GRANDSTANDS AND SUITES FOR THE 2008 FORMULA 1™ SINGTEL SINGAPORE GRAND PRIX**

#### **- Five year contract awarded by Singapore GP Pte Ltd**

*Singapore, December 6, 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 it has been awarded a contract to fabricate and construct some of the Grandstand, and Corporate Suites for the upcoming FORMULA 1™ event in Singapore.

Singapore GP Pte Ltd, the race promoter for the FORMULA 1™ SingTel Singapore Grand Prix, has appointed Kingsmen to construct the Grandstands and Corporate Suites at the Pit Grandstand, Pit Entry and Exit as well as the Stamford Grandstand and Suites, which will be located opposite One Raffles Link. Work on the project is expected to commence immediately. The contract is valued at about S\$5 million annually, and will run for the next five years.

Mr Benedict Soh, Executive Chairman of Kingsmen, said: “We are delighted to be chosen by Singapore GP to be one of the contractors for the inaugural FORMULA 1™ event. This new contract further strengthens our good track record in the industry, and reaffirms the high standards we are able to consistently deliver. Moving forward, we will continue to explore more business opportunities to maximize growth for the Group.”

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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December 6, 2007