

RE-DESIGNATION OF GROUP MANAGING DIRECTOR, GROUP EXECUTIVE DIRECTOR AND NON-EXECUTIVE DIRECTOR

The Board of Directors of Kingsmen Creatives Ltd. ("the Company") wishes to announce the re-designation of the following Directors with immediate effect:

- (i) Mr Benedict Soh Siak Poh, formerly the Group Managing Director, to Executive Chairman;
- (ii) Mr Simon Ong Chin Sim, formerly the Group Executive Director, to Group Managing Director; and
- (iii) Mr Khoo Ho Tong, formerly the Non-executive Director, to Independent Director.

Mr Benedict Soh Siak Poh's and Mr Simon Ong Chin Sim's duties and responsibilities in the Company will remain unchanged.

Mr Khoo Ho Tong is a partner of Messrs H.T. Khoo & Company ("HTK"), and had been the engagement auditor of Kingsmen Indochina Pte Ltd ("Kingsmen Indochina") until the financial year ended 2003, before it was acquired by Kingsmen Creatives Limited in August 2004.

As three years has lapsed since Mr Khoo had been the engagement auditor of any of the companies within the Group, the Board considers Mr Khoo Ho Tong to be an Independent Director of the Company.

Mr Benedict Soh Siak Poh and Mr Simon Ong Chin Sim remain members of the Nominating Committee and Mr Khoo Ho Tong remains a member of the Audit Committee and Nominating Committee, and Chairman of the Remuneration Committee.