

KINGSMEN CREATIVES LTD. (THE "COMPANY")

(Incorporated in the Republic of Singapore with Registration Number 200210790Z)

THE PROPOSED SHARE SPLIT OF EVERY TWO ORDINARY SHARES ("SHARES") IN THE CAPITAL OF THE COMPANY INTO THREE SHARES (THE "PROPOSED SHARE SPLIT")

1. INTRODUCTION

The Board of Directors (the "**Directors**") of the Company wishes to announce that the Company is proposing a share split of every two Shares of the Company into three Shares ("**Split Shares**").

2. RATIONALE FOR THE SHARE SPLIT

The Proposed Share Split will further improve the market liquidity of the Shares over time as the reduced price of each board lot will make the Shares more accessible and attractive to both existing and potential investors.

The increased number of board lots available for trading purposes may also increase the number of shareholders in the Company.

3. APPROVALS

The Proposed Share Split is subject to approval from Shareholders at an extraordinary general meeting to be convened. A circular to Shareholders will be despatched in due course to provide Shareholders with information relating to the Proposed Share Split and to seek Shareholders' approval for the Proposed Share Split.

The Proposed Share Split is also subject to the in-principle approval of the Singapore Exchange Securities Trading Limited (the "**SGX-ST**") for the listing and quotation of the Split Shares on the Official List of the SGX-ST. The Company will make an application to the SGX-ST for the listing and quotation of the Split Shares arising from the Proposed Share Split in due course.

4. ADDITIONAL INFORMATION

The Split Shares pursuant to the Proposed Share Split will be issued to Shareholders registered in the Register of Members of the Company and Depositors whose securities accounts are credited with Shares as at a books closure date to be fixed later on the basis of the number of such Shares registered in their names as at the books closure date.

Notice will be given at a later date on the books closure in order to determine Shareholders' entitlement to the Proposed Share Split, if approved by the SGX-ST and Shareholders.

By Order of the Board

Soh Siak Poh Benedict
Executive Chairman
7 March 2008