



KINGSMEN CREATIVES LTD.

(Company Registration No: 200210790Z)

Fire at the Group's Factory Premises in Kuala Lumpur, Malaysia

The Board of Directors of Kingsmen Creatives Ltd. (the “**Company**” and together with its subsidiaries, the “**Group**”) wishes to announce that on 21 April 2010, a fire broke out at the rented factory premises of its Malaysian units operating under Kingsmen Sdn Bhd and its subsidiary companies (“**Kingsmen Sdn Bhd Group**”), in Kuala Lumpur, Malaysia (“**KL Factory Premises**”), causing damage to the KL Factory Premises.

The Board wishes to inform that there has been no fatalities caused by the fire and the KL Factory Premises have been insured under the Group's fire insurance policy. As at the date hereof, the Company is unable to ascertain with certainty the total losses suffered as a result of the fire but estimates that the book value of the equipments and machineries damaged to be not more than S\$1 million. As at the date hereof, the Company is also unable to ascertain with certainty the amount which can be recovered for the losses suffered under the Group's existing fire insurance policy. Despite the damage caused by the fire, the business and operations of the Kingsmen Sdn Bhd Group will still be ongoing.

The Board is monitoring the situation closely and will make an appropriate announcement to update on the situation.

BY ORDER OF THE BOARD

Benedict Soh Siak Poh

Executive Chairman

21 April 2010