



NEWS RELEASE

KINGSMEN SECURES S\$14.5 MILLION UNIVERSAL STUDIOS SINGAPORE CONTRACT

- **Marks the Group's first contract with *Resorts World at Sentosa* for the upcoming Integrated Resort in Sentosa**

Singapore, March 18, 2008 – 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 S\$14.5 million contract by Resorts World at Sentosa Pte Ltd to fabricate and construct show sets and props for the Waterworld Attraction for RWS Universal Studios Singapore.

A subsidiary of Singapore-Exchange listed Genting International, Resorts World at Sentosa is a collection of resorts and attractions spanning 49 hectares. The S\$6 billion mega-resort will be home to Southeast Asia's first and only Universal Studios theme park, the world's largest oceanarium and the region's first integrated destination spa.

The Group's contract for the Waterworld Attraction is expected to be completed by September 2009 and will contribute positively and materially to the earnings per share or net tangible assets per share of the Group and its subsidiary companies for the financial year ending 31 December 2008 and 2009.

Mr Benedict Soh, Executive Chairman of Kingsmen, said: “We are indeed delighted to have secured the first contract by Resorts World to supply show sets and props for the numerous planned themed attractions of Universal Studios. This contract reaffirms the inherent capabilities we have and our strong position in the industry. We are confident of our ability to deliver and will continue to pursue more opportunities to support the upcoming integrated resorts in Singapore. “

About Kingsmen Creatives Ltd.

Listed on the Singapore Exchange 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 BMW, Burberry, DBS Bank, Dickson Group, Esprit, FJ Benjamin, Gucci, Nokia, Robinsons Group (including John Little and Marks and Spencer), Tiffany and Wing Tai.

For the financial year ended 31 December 2007 (“FY2007”), Group revenue increased 34 % to S\$146.1 million while net profit attributable to shareholders jumped 90% to \$9.4 million.

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