



NEWS RELEASE

KINGSMEN SECURES SINGAPORE SCIENCE CENTRE CONTRACT WORTH S\$9.4 MILLION

- **Contract expected to contribute positively to FY2006 top and bottom line**
- **Expects to see strong second half performance**

Singapore, September 25, 2006 – Kingsmen Creatives Ltd (“Kingsmen” or “the Group”), a leading communications design and production group in Asia Pacific and the Middle East, today announced that its subsidiary Kingsmen Exhibits Pte Ltd, had been awarded a contract to construct and fabricate the i-Space Exhibition at the Singapore Science Centre. The contract awarded by the Singapore Science Centre Board is valued at S\$9.4 million. Work on the project will commence immediately and is expected to be completed by 30 November 2006.

Mr Benedict Soh, Group Managing Director of Kingsmen, said: “We are delighted to be awarded yet another contract by the Singapore Science Centre. This reaffirms the high standards we are able to consistently deliver. Our business this year has been growing across all divisions, especially from the Exhibitions and Museums and the Interiors divisions. We are currently working on various projects including Vivo City, which is scheduled to open in 2006, and are also involved in the upgrading of the National Museum of Singapore. Our order books for the second half of the year are strong and we intend to continue to actively pursue new contracts to fully utilize our newly set up production facility in Malaysia. “

The Group had reported a stellar 46% increase in revenue to S\$40.9 million and a 111% increase in net profit to S\$1.6 million for the six months ended June 30, 2006 (“1HFY2006”).

Commenting on the Group’s business outlook, Mr Soh added, “Going forward, we are confident of better growth ahead, in light of growing orders for roll-out programmes in

the region, the resurgence of the travel retail industry in Asia and the new Integrated Resort in Singapore. “

The new contract is expected to contribute positively and materially to the Group’s full year financial performance.

About Kingsmen Creatives Ltd.

Listed on the SGX-SESDAQ, 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, DFS Venture, Dickson Group, F J Benjamin, Burberry, Asian Aerospace and Reed Exhibitions.

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