



## NEWS RELEASE

### **KINGSMEN SECURES UNIVERSAL STUDIOS SINGAPORE CONTRACTS WORTH A TOTAL OF S\$59.5 MILLION**

*Singapore, November 10, 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 two contracts worth a total of S\$59.5 million by Resorts World at Sentosa Pte Ltd’s appointed main contractor, China Jingye Engineering Corporation Limited (Singapore Branch). The first contract worth S\$42.5 million is for the Group to design and build the themed façade, and provide area development works for part of Universal Studios Singapore, while the second contract valued at S\$17 million is to design and build interior fit-out works for food & beverage and retail/merchandise outlets within the Universal Studios Singapore theme park.

These two contracts are expected to be completed by October 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 2009.

In March 2008, the Group had announced the securing of its first contract by Resorts World at Sentosa Pte Ltd worth S\$14.5 million, to fabricate and construct show sets and props for the Waterworld Attraction within Universal Studios Singapore. 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.

**Commented Mr Benedict Soh, Executive Chairman of Kingsmen:** “We are delighted to be awarded these two new contracts for Universal Studios Singapore. These contracts reaffirm our strong position and capabilities in the industry and the excellent prospects for our business going forward.

Significantly, the design and build interior fit-out works contract is also a testament to the strength of our business model and our capabilities in handling large scale outdoor & indoor mega MICE projects, and the design & detailing finesse to support clients in the retail interiors sector. Our retail interior fit-out capabilities stretch back to the day we were first established more than 32 years ago. Today, our technologically-advanced research and design studios, metal engineering, wood-working, surface finishing and graphics production workshops are well-equipped to transform our client’s requirements into creative and practical solutions.

In early October, we announced a strong order book of S\$211.3 million for the period ending 30<sup>th</sup> September 2008, pointing to the robustness of our business despite the global economic turmoil. We will continue to build on this, while taking cognizance of the global situation and being very selective of the projects we undertake.”

#### **About Kingsmen Creatives Ltd.**

Listed on the Main Board of the Singapore Exchange, 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 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 S\$9.4 million.

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