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**News Release
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SAKAE SUSHI LAUNCHES NEW MENU, MADE MORE AFFORDABLE FOR CUSTOMERS

5 November 2007, Singapore – Customers of Sakae Sushi, Singapore’s biggest and fastest growing Japanese casual dining chain, have much to cheer about ahead of the holiday season with the launch of a new menu which is made more affordable so that more can enjoy and benefit from healthy Japanese food.

2. Managed by Apex-Pal International Ltd (henceforth known as ‘Apex-Pal’ or the ‘Group’), the restaurant chain has added another 40 new items to its already extensive menu, bringing the total number of irresistible delights to 230. New items include katsu curry don, or curry rice bowls topped with juicy chicken cutlets and healthy pasta dishes that are not commonly found in kaitan (conveyor belt) Japanese restaurants.

3. Taking pride in being the Innovative Food People, the team of experienced chefs constantly studies industry trends, consumer demands and reviews its menu so as to keep its customers happy and healthy. From the numerous types of sushi to rice and noodle dishes, customers will be pleasantly surprised with its latest offerings. Mango salmon handroll, grilled salmon asparagus teriyaki roll, Kinoko or mushroom salad, Maguro pepper steak don or seared tuna rice bowl, and udon porridge are but a few of the healthy and delicious new dishes that customers can look forward to. “Many of our latest culinary delights are healthier choices created with our customers in mind as they are becoming more health conscious each day. In fact, this is why we have added vitamin E in our sushi rice from Day One as it contains many health benefits,” said Mr Douglas Foo, Chairman and CEO for Apex-Pal.

4. To make Japanese food more affordable for customers, Sakae Sushi is adjusting its two-tier pricing. Customers will be able to enjoy its premium plate or red plate items such as fresh sashimi and special maki at only \$4.99, instead of the usual \$6.50. Other colour plates will be

priced at \$1.99. At \$1.99 and \$4.99 per plate, Sakae Sushi remains one of the most affordable chains offering quality sushi to consumers.

4. Not only does Sakae Sushi consistently bring quality Japanese food to the table, it also strives to create more value for customers. It has launched the Oishii Promotion Package for the second time backed by repeated requests from consumers. There are two different packages:

- Classic – Pay only \$180 and get \$315.50 worth of Sakae Sushi and Sho-U vouchers
- Elite -- Pay only \$350 and get \$557.50 worth of Sakae Sushi and Sho-U vouchers

HSBC credit card holders will get additional red plate vouchers depending on the package purchased. The Oishii Package is available for sale from 1 November to 31 December 2007.

5. For more information, visit www.sakaesushi.com.sg.

About Apex-Pal International Ltd

Apex-Pal is a homegrown leader in providing innovative food and beverage solutions. With more than a decade of experience under its belt, the Group constantly breaks new grounds offering Singapore a taste of international dining through brands including Sakae Sushi, Sakae@Campus, Sakae Teppanyaki, Sakae Pizza, Hei Sushi, Sho-U, Crepes & Cream and Uma Uma Men. It is supported by Nouvelle Events, the only specialist caterer in Singapore that offers an award winning and unique patented portable kaiten (conveyor belt) sushi experience. In addition, the Group is involved in franchising its brands, food import and distribution as well as business-to-business supplies.

Listed on the Singapore Stock Exchange since 2003, Apex-Pal manages more than 70 outlets in Singapore, Indonesia, Thailand, China, Malaysia, the Philippines, Hong Kong and United States. The Group remains committed to global growth by exploring new emerging markets such as the Middle East. In FY 2006, Apex-Pal achieved a record profit before tax of S\$6.7million on the back of a strong turnover of S\$66.6million.

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