

## FOR IMMEDIATE RELEASE



One Irving Road  
Apex-Pal Building  
Singapore 369520  
Tel: 6438 6629  
Fax: 6438 6639

Website: [www.apexpal.com](http://www.apexpal.com)

### News Release

API/NR/004/2007

### SHO-U WINS INTERNATIONAL DESIGN AWARDS AND PRESTIGIOUS GOLD KEY AWARDS

**-- Apex-Pal's Fine Dining Restaurant makes it a First for Singapore; showcases local design talents**

**14 NOVEMBER 2007, Singapore** – Nine month old Sho-U, another winning brand of Sesdaq-listed Apex-Pal International Ltd (hereafter known as 'Apex-Pal' or 'The Group') has scored again by bagging the coveted Gold Key Awards for Excellence in Hospitality Design – Restaurants/Fine Dining category, the highest international award for Hospitality Design. This came about a month after it won the inaugural International Design Awards (IDA).

2. Another brainchild of entrepreneur Douglas Foo, Sho-U has done Singapore's design community proud by becoming the first and only restaurant from Singapore to win the prestigious Gold Key Awards. That's not all. Sho-U is also the only restaurant in Singapore to win the inaugural IDA and the only venue worldwide to win two categories of awards – Interior Design of the Year and Commercial.

3. Sho-U is a symbol of unprecedented boldness, inspired by the dramatic intensity and vivid hues of the Japanese Kabuki theatre. The design, conceptualised by Mr Colin Seah, Design Director of Ministry of Design, provides a dining experience which juxtaposes the spirit of the 'traditional' with an unconventional and surprising aesthetic. On entering the restaurant, guests are lead through a narrow bright red 'hall' that leads to a black dining area before opening up to a pure white 38-seat dining hall that overlooks the bustling Clarke Quay.

4. Guests will be mesmerized by the beautiful *sakura* (cherry) flowers that complement the walls, ceiling and private rooms – fabric art installations that are handmade by Singaporean artist Ms Lee Meiling. Even the uniforms of its service consultants are designed by Ms Jo Soh of 'I Love Hansel' fame. Indeed, Sho-U is a showcase of Singapore's design talent who have worked hard to deliver a perfect dining experience.

### A proud moment for Singapore

5. "We are very happy that Sho-U can be used as a platform to showcase of Singapore's talented designers. With these awards, we hope to put Singapore on the world map of world-class designers," said Mr Douglas Foo, Chairman and CEO of Apex-Pal International Ltd.

6. More than 150 projects from 17 countries and territories were submitted for the International Hotel/Motel & Restaurant Show®'s (IH/M&RS) coveted Gold Key Awards for Excellence in Hospitality Design. This is an honour bestowed on designers of the most innovative and captivating hospitality properties completed or

## FOR IMMEDIATE RELEASE

renovated within the past 18 months. The winners were judged by a panel of notable industry experts. Award winners received their prizes from the organizers at the 27th Annual International Hotel/Motel & Restaurant Award Ceremony held on 12 November in New York.

7. Sho-U was also one of nearly 1,000 professional and student entries from 42 countries received for the first International Design Awards. Of these, 110 winners were chosen. Judges were impressed with the entries calling them "exciting" and indicative of thoughtful, visionary and creative solutions to design problems internationally. Winners' work will be featured on the [www.idesignawards.com](http://www.idesignawards.com) website and explored in the week-long IDA Visionary Exhibit taking place at the Museum of Design Art and Architecture in Los Angeles March 8-14, 2008.

8. "Our design ethos for Sho U was simple - Disturb, Question and Redefine the notions of the conventional Japanese restaurant. Eschewing expressions of the traditional Japanese aesthetic like the Shoji screen or wooden lattice, we distilled the dining experience into simple but dramatic spatial gestures - capturing a contemporary but authentic Japanese essence," said Mr Colin Seah, Design Director of Ministry of Design.

9. Besides the award-winning interior, Sho-U offers fusion dishes specially created by the master of the kitchen, Tommy Ueda-san, who has 15 years of international experience at the helm of restaurants. Its dishes have been featured in various media, receiving excellent reviews by both media and diners. Sho-U is situated on the 3rd floor at The Central, 6 Eu Tong Sen Street, #03-85/102/108/109, Singapore 059817.

---

### **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 Mongolia, Hungary, the Middle East and Vietnam. 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.

---

### **Contact Information**

Apex-Pal International Ltd  
Ms Loh Soi Min  
Investor Relations Manager  
Tel: 6438 6629  
Fax: 6438 6639  
Email: [lohsoimin@apexpal.com](mailto:lohsoimin@apexpal.com)