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**News Release
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Apex-Pal Pilots Japanese Desserts and Small Bites at T3

- **Sakae Izakaya is latest food concept launched to tempt food lovers here and the world over**

28 January 2008, Singapore – Wasabi Honey Ice Cream, Sho-Chu Cheese Cake, Yuzu Jelly, these are but a few of the mouth watering desserts lined up by Apex-Pal International Ltd (“Apex-Pal” or “The Group”), The Innovative Food People, to tempt food lovers here and travellers. Located at Terminal 3, Changi Airport, **Sakae Izakaya** is the latest brand to be pilot tested by Apex-Pal.

2. Unlike other Japanese dessert chains which focus on mainly desserts, Sakae Izakaya goes beyond that. It aims to bring out the full flavours of an *izakaya* – a traditional Japanese drinking place which also serves snacks and small bites to accompany the drinks. Besides a wide range of alcoholic and non-alcoholic drinks, Sakae Izakaya also serves Japanese Tapas - a wide selection of various Japanese savory dishes and desserts.

3. Travellers and diners will be spoilt for choice with more than 100 items on the menu. On drinks alone, customers can choose from the traditional sake and beer to exciting cocktails such as Tokyo Moonshine and sexy mocktails that're well-liked by the ladies. There is also Genmai Cha, or brown rice tea, brewed on the spot in a delicate glass tea pot over a tea light and healthy smoothies such as Aoi Yoghurt and Sweet Kokoro – a delightful blend of milk with real strawberry and banana. For the young and raring to go, be sure to check out mocktails such as Aoi Goddess, Sweet Freckles and Kyoto Sunrise.

4. For Japanese tapas, a wide selection of sashimi, grilled, and fried dishes are specially created by our food consultant – Tommy Ueda-san, a veteran with more than 30 years' international culinary experience. Besides the sea fresh salmon sashimi airflown directly from Norway, new and innovative dishes include Shishito Mentaiyaki – Japanese green chili laced with cod fish roe and baked to perfection, Golden Pillow Udon – udon

noodles wrapped in bean curd skin accompanied with thick *katsuo* broth, Kamo with Foie Gras – pasta sautéed with butter and sake, accompanied with french duck breast and goose liver, just to name a few. In line with The Group’s direction of serving healthy food for wholesome living, diners can treat themselves to Salmon Ochazuke – salmon in green tea porridge and Salmon Mango Roll – salmon sashimi with a generous helping of greens wrapped in rice paper, amongst many others.

5. And what better way to have a sweet ending to a great meal than indulging in our wide selection of cheesecakes, ice cream and puddings, all hand made by our team of experienced chefs. Be pleasantly surprised by exotic flavours like *wasabi* honey ice cream – a blissful marriage between fiery hot Japanese horseradish and raw honey; and sake-infused Sho-Chu cheese cake.

6. With a seating capacity of 42, Sakae Izakaya is the ideal place for tired souls to unwind or for friends and business associates to catch up with one another, not forgetting those who may want to catch a quick bite before boarding their planes. Customers can choose to relax in cozy lounge chairs or comfortable bean bags placed at an elevated corner of the restaurant.

7. “Being a young and dynamic global company, we are always willing to chart new ground. Terminal 3 is an excellent testbed for a new food concept like Sakae Izakaya as we aim to bring a new dining experience to food lovers here and the world over. We are confident the brand, when established, will contribute to Apex-Pal’s continued success,” said Mr Douglas Foo, Chairman and CEO of Apex-Pal.

8. Sakae Izakaya occupies a section of Apex-Pal’s latest Sakae Teppanyaki outlet located at Terminal 3, #03-43/33. **The restaurant is giving 20% discount from 30 Jan 2008 to 12 Feb 2008 (not valid on 7-8 Feb 2008).**

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 80 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, Hungary, Mongolia 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.

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