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News Release
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SAKAE SUSHI CELEBRATES 10 YEARS OF GROWTH AND CHIPS IN TO BUILD SCHOOL IN CHINA

8 December 2007, Singapore – Apex-Pal International Ltd (henceforth known as ‘Apex-Pal’ or the ‘Group’), the Innovative Food People behind its flagship brand, Sakae Sushi, is celebrating its 10th anniversary with Singapore’s biggest sushi eating challenge at The Heeren today. It is also commemorating this significant milestone with a contribution that will help build a primary school in Yunnan, China.

In search of the Sushi Warrior

Thirty-three finalists of a 10-week long Sushi Eating Challenge will be vying for the Sushi Warrior title at a showdown this afternoon. The contestants will be given eight minutes to eat as many plates of sushi as possible. The sushi will be rolled out on a patented portable conveyor belt set up on stage. The winner will walk away with a trip to New York and a free meal at Sakae Sushi’s newest outlet located at the Chrysler Building, New York City.

The finalists, aged 16 – 43 years, emerged as Sakae Sushi’s top consumers after a 10-week competition held at its 33 outlets islandwide. Only two out of 33 finalists are females while two are Caucasians. Members of the public can also participate by challenging the crowned warrior and he stands to win a year of free sushi worth more than \$4,000 by beating the crowned warrior.

The Challenge is the biggest to be held in Singapore to date and Apex-Pal expects more than 500 plates of sushi to be eaten. This is part of Sakae Sushi’s 10th Anniversary celebration since it opened its first outlet at the OUB Centre in 1997. Today, the Sakae Sushi brand has grown to be synonymous with ‘sushi’ and become the hot favourite among working adults, students, families and kids.

Sakae Sushi gives to the community

As part of Apex-Pal’s corporate social responsibility programme to help the less fortunate, the Group will be sponsoring \$10,000 to help rebuild Xiao Ai Primary School. Located in one of the

poorest villages in Yunnan's Luxi Town, the primary school reaches out to some 120 students and faces the danger of being demolished due to its old and rundown structure.

"We are happy to be part of this meaningful project which ensures that the children in the village can continue to go to school and receive their much needed education," said Mr Douglas Foo, Chairman and CEO of Apex-Pal. "We have always believed in serving and giving from the heart. This is a small donation which we hope will go a long way in helping the children and community."

In addition to the donation, Apex-Pal will be selling pens and keychains at \$5 each, the proceeds of which will be given to the school building fund. The merchandise will be available at five of its Sakae Sushi outlets – Heeren, Tiong Bahru Plaza, Harbourfront, Lot 1 and Junction 8.

Giving to the community is strongly encouraged in Apex-Pal. In fact, one of its core values is 'Compassion to all'. To this end, the Group has been reaching out to the elderly and intellectually disabled youths. Each year, staff members bring festive cheers to the elderly in the Radin Mas areas during the Lunar New Year by visiting them at their flats with essential items. Activities are also organized for its adopted charity -- MINDS, or Movement for the Intellectually Disabled. Additionally, the Group employs MINDS students to do administrative work and redesigns jobs for the physically disabled.

Sakae Sushi, one of nine brands managed by Apex-Pal, has grown by leaps and bounds since it was first launched in 1997. Today, there are about 60 Sakae Sushi outlets in eight countries. The Group aims to grow it into the world's top recall brand for sushi and casual dining.

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, 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.