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News Release

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**APEX-PAL DISHES OUT ANOTHER WINNING EATERY
-- NEW SAKAE TEPPANYAKI CHAIN TO ADD TO ITS GROWTH**

30 August, Singapore -- Apex-Pal International Ltd (henceforth known as 'Apex-Pal' or the 'Group'), the Innovative Food People behind the global chain of Sakae Sushi outlets, opens another Sakae Teppanyaki at Plaza Singapura today. This is the fourth outlet that the SESDAQ-listed company is adding to its latest food chain that is already cooking up a storm in the local F&B (food and beverage) scene.

This comes eight months after it opens its first Sakae Teppanyaki restaurant at Century Square in January this year. Business was brisk from day one. Its success is mainly attributed to the Group's ability to offer high quality, great tasting Japanese cuisine at affordable prices.

While Teppanyaki food is not new, what is available in Singapore is often confined to high end restaurants with patrons having to fork out at least \$50 and above per person. There is thus, a gap for casual dining Teppanyaki restaurants. Riding on the success of the Sakae brand name, Apex-Pal seized the opportunity, offering affordable Teppanyaki meals to locals, corporate customers and tourists.

At Sakae Teppanyaki, diners can enjoy set lunch or dinner starting from \$10.90++ and \$17.90++ respectively. It also offers live seafood, cooked 'Teppan-style', something that is rarely seen in the local food scene. The new outlet located at #B2-52/54, Plaza Singapura, is giving a 30% off its food items from 30 Aug 2007 to 13 Sep 2007.

Mr Douglas Foo, Chairman and CEO of Apex-Pal, is hoping to build Sakae Teppanyaki into another successful chain like its flagship brand, Sakae Sushi. He said, "While the F&B sector is highly competitive, we can still succeed with the right concept at the right pricing. We are happy that Sakae Teppanyaki has already started contributing to our bottomline and we believe there is great potential for our new chain."

Sakae Teppanyaki is but one of four new brands which Apex-Pal has added to its stable of restaurants and catering outfits. In January this year, it launched Hei Sushi. Modelled after its flagship brand, Sakae Sushi, Hei Sushi will be its first halal restaurant when it gets its certification by the end of this year. It also opened Sho-U, a contemporary Japanese fine dining restaurant at Central Mall the following month. The third brand to be launched this year is Sakae Pizza, a Japanese pizza kiosk located at Junction 8.

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To further grow its flagship brand, the Group extended the Sakae Sushi brand to schools with 'Sakae@Campus', offering students healthy Japanese rice and noodle dishes at affordable prices. It also set up a call centre, Sakae Delivery, that enabled Singapore's biggest Japanese food chain to tap the increasing demand for door-to-door delivery of healthy quality meals.

See [Annex 1](#) for more information on Sakae Teppanyaki.

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 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 has more than 60 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 Russia. In FY 2006, Apex-Pal achieved a record profit after tax of S\$6.7million on the back of a strong turnover of S\$66.6million.

For more information, please visit www.apexpal.com.

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Annex 1: More on Sakae Teppanyaki



“Sakae” as the name is known in Japanese means “growth”. Indeed, Sakae Sushi has grown and evolved tremendously over the years. In its quest to provide customers with an odyssey of dining pleasures comes Sakae Teppanyaki, the latest addition to the chain of restaurants under Apex-Pal International Ltd.

Set against a backdrop of contemporary elegance Sakae Teppanyaki is casual dining at its best. The large teppanyaki griddle fitted with a granite counter and lined with seats round the edges is at the heart of this open dining concept.

Inspired by the success of our all-time favourite Chawanmushi, comes the Teppanyaki Seafood Chawanmushi. The brilliant idea of using an onion as a bowl is a classic example of the innovative nature of Apex-Pal, allowing the naturally distinctive flavour of the onion to seep through. The tea bowl-shaped onion is filled with an egg mixture and other ingredients like shitake mushroom, kamaboko and crabstick. It is then left to steam on the griddle. Definitely a classic Japanese dish with a twist!

Following the footsteps of Sakae Sushi, Sakae Teppanyaki continues the practice of offering customers with healthier choices in the menu. With an assorted selection of mushrooms and vegetables, you can be sure that there is something to satisfy everyone. Our health-conscious customers also have the choice of choosing between polished or unpolished grains by including Brown Rice in our menu in addition to Garlic Rice and Fried Rice.

Another highlight is live oysters, bamboo clams and lobsters, a rare find in local teppanyaki restaurants. Your seafood can't get any fresher than this. And they are affordable too starting from \$5! Apart from the poultry items of beef and chicken, Sakae Teppanyaki has also added a unique touch of to its menu by creating the dish of Foie Gras with Beef. The soft velvety texture of Foie Gras that melts in your mouth makes this dish a must-try.

Sakae Teppanyaki's flagship outlet has four outlets at Century Square, Sun Plaza, Orchard Cineleisure and Plaza Singapura.