



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

Website: www.apexpal.com

News Release
API/NR/012/2008

Apex-Pal Opens Hibiki@Flyer amidst much fanfare

- Offers fine dine Japanese cuisine to families, expats and tourists at affordable prices starting from \$3

4 July 2008, Singapore – Apex-Pal International Ltd (“Apex-Pal” or the “Group”), the Innovative Food People, officially launches its first Hibiki outlet at the iconic Singapore Flyer today. Ms Fann Wong, Mediacorp Artist and Ambassador of New Moon abalone, also launched a new dish at the event. Hibiki offers fine dine quality Japanese cuisine at affordable prices starting from \$3.

2. Helmed by our Executive Chef Toshihiro Ueda, or Tommy-san to his regulars, who has more than 30 years of experience in traditional and contemporary Japanese cuisine, Hibiki aims to meet the increasingly sophisticated palate of local foodies and expatriates, as well as the influx of tourists and families visiting the Flyer. Besides the traditional sushi and sashimi fare, Hibiki also offers Teppanyaki and Sumiyaki (charcoal grilling style) dishes that are fast gaining popularity in the dining scene here. A must-try Sumiyaki item is the Buta Bara with Tomato which is pork belly wrapped with cherry tomato and grilled to the right tenderness.

3. Tommy-san has also created many lovely dishes unique to Hibiki. One great example is the Pumpkin Souffle -- a union of light savoury mix of fresh seafood and sweet pumpkin chunks baked to perfection in a pumpkin shell. Another is the carrot pudding which is an interesting panna cotta ‘christmas tree decorated with carrot bits’. For those looking for something light and refreshing, try the delicious Sumi Udon (Charcoal udon) and Inaniwa Udon (Chilled flat wheat udon). As for the more health-conscious diners, feel no guilt for savouring tasty food with our lighter dish like Ochazuke Mentaiko (Rice in soup stock topped with cod fish roe) and our healthy dessert like Macha Tofu Cheesecake (Green tea tofu cheesecake).

4. In line with our innovative spirit, our chef has created a special dish for Hibiki – New Moon Abalone Tempura (high-quality succulent abalone from New Moon fried to perfection in Tempura style) – to tantalize taste-buds. The chewy texture covered with crispy tempura dough will definitely leave you asking for more. To make this event more significant, Ms Fann Wong, the celebrity ambassador of New Moon Abalone, will also officiate a new dish at Opening Ceremony. With its absorbent texture that draws flavours perfectly well, braised abalone is traditionally prepared in Cantonese cooking style; and as a testimony to our creativity, we have successfully recreated this dish by making use of Japanese recipe and ingredients.

5. Hibiki aims to create waves of resonance in our culinary landscape and memories. Where fine food is simply quality ingredients paired with tradition and imagination. It offers discerning diners a taste of contemporary Japanese cuisine combining strong Japanese culinary traditions with the finest ingredients sourced from Japan and worldwide. And all at affordable prices starting from \$3 for a Sumiyaki dish.

6. “We are very happy to be at the iconic Singapore Flyer, especially with our restaurant overlooking the F1 racetrack. Response has been encouraging so far. Singaporeans are always on the lookout for new and exciting eating places where they can have great food, great drinks and nice ambience. Coupled with the increasing popularity of Japanese Izakaya-concept restaurants offering Sumiyaki dishes and drinks, Hibiki can certainly fill the gap,” concluded Mr Douglas Foo, Chairman and CEO of Apex-Pal.

7. To thank our customers and supporters of Apex-Pal’s group of restaurants, we are offering an **Opening Special Promotion of 30% Rebate*** from now till 30 September 2008. Hibiki is located at Singapore Flyer 30 Raffles Ave #01-02 Singapore 039803. Please call tel: 6338 2454 for more details and terms and conditions.

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 Izakaya, Sakae Pizza, Hei Sushi, Sho-U, Hibiki and Crepes & Cream. 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.

* Terms and Conditions Apply.

Listed on the Mainboard of the Singapore Exchange, Apex-Pal manages more than 80 outlets in seven countries covering 12 cities -- Singapore, Jakarta, Chiangmai, Beijing, Chengdu, Hong Kong, Shanghai, Manila, Kuala Lumpur, Penang, Selangor, and New York City. The Group remains committed to global growth by exploring new emerging markets such as the Middle East, Hungary, Mongolia and Vietnam. In FY 2007, Apex-Pal achieved a profit before tax of S\$3.5million on the back of a strong turnover of S\$83.8million.

Contact Information

Apex-Pal International Ltd

Ms Loh Soi Min

Investor Relations Manager

Tel: 6438 6629

Fax: 6438 6639

Email: lohsoimin@apexpal.com