

## For Immediate Release



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### News Release API/NR/01/2009

#### **Apex-Pals Taps New Growth Opportunities with Singapore's first Sushi Drive-Thru**

- Taps niche market while gearing up for new growth opportunities
- Offers comfort and convenience for busy Singaporeans' on-the-go

**Singapore, 23 January 2009** – SGX Mainboard-listed Apex-Pal International Ltd (“Apex-Pal” or “The Group”), The Innovative Food People, is pleased to announce the debut of the country's first Sakae Sushi Drive-Thru restaurant.

2. This latest venture is set to revolutionize the food and beverage (F&B) scene especially for the Japanese cuisine market as it aims to meet the demands of busy and hectic Singaporeans. Located in the heart of prime business district in the west, Sakae Sushi Drive-thru occupies a 300 square metre area in *TradeHub 21*. Besides the Drive-Thru, it will also have a full service restaurant with a seating capacity of 140 and children's play ground to serve more than 700 companies and thousands of residents staying in the West. With over 55 parking space, it presents the next generation of Sakae Sushi restaurant to its loyal customers, giving them an entirely new and fun dining experience.

3. Another new element is the value for money breakfast sets served during weekends. These Sakae Sushi breakfast sets give our customers an alternative to the usual local fare such as fried bee hoon or sandwiches. For as low as \$7.99, customers will be able enjoy a healthy and sumptuous Salmon French Toast Set.

4. As a young, dynamic and innovative solutions provider, Apex-Pal constantly looks for new markets and better ways to serve our customers. With Sakae Delivery well established on the home front, Sakae Sushi Drive-Thru is the next step to fulfill the tremendous demand for healthier food and fills the gap in the drive-thru segment of the F&B industry. With more than half a million vehicles and only about 10 Drive-Thru restaurants in Singapore, there is great potential in this

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niche market. The Sakae Sushi Drive-Thru menu offers customers a good choice of sushi sets as well as bento and donburi from as low as \$7.99.

5. Just like how Apex-Pal had proven itself when it opened its first Sakae Sushi outlet at OUB Centre during the 1997 Asia's Financial Crisis offering quality sushi for just \$1.99, it has continually set key milestones in the F&B industry, in particular the Japanese cuisine market. These include establishing Sakae Delivery offering delivery of Japanese fare islandwide and tapping the Halal Japanese cuisine F&B market with Hei Sushi.

6. "With the economy facing a downturn, Sakae Sushi Drive-thru is one way that consumers can continue to enjoy restaurant quality Japanese cuisine at lower prices. As a fresh and wholesome alternative to the usual American fast-food available through drive-thru, I'm confident our latest concept will be well-received by many locals, especially with the nation heading towards a healthy lifestyle," said Mr. Douglas Foo, CEO of Apex-Pal International.

7. "We also believe we will ride out the downturn just like how we had weathered previous economic storms. This is because Sakae Sushi offers value for money cuisine targeted at the mass market. And regardless of good or bad times, people will still have to eat and dine out. And we will continue to keep a lookout for opportunities so as to gear up for the next phase of growth. This also ensures that we are there after the downturn and where the bucks are." He added.

8. Sakae Sushi first Drive-Thru outlet is located at 28 Boon Lay Way, TradeHub 21, #01-175/176, Tel: 67952201.

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### **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@Campus, Sakae Izakaya, Sakae Delivery, Hei Sushi, Hibiki, The Pasta Shop, Senjyu, Kohi Ten 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.

Listed on the Mainboard of the Singapore Exchange, Apex-Pal manages more than 90 outlets in seven countries covering 12 cities -- Singapore, Jakarta, Chiangmai, Beijing, Chengdu, Hong Kong, Shanghai, Manila, Kuala Lumpur, Penang, Selangor and Ho Chi Min City. The Group remains committed to global growth by exploring new emerging markets such as the Middle East,

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Hungary and Mongolia. In FY 2007, Apex-Pal achieved a profit before tax of S\$3.5million on the back of a strong turnover of S\$83.8millions.

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