

FOR IMMEDIATE RELEASE



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

Website: www.apexpal.com

**News Release
API/NR/016/2008**

APEX-PAL TO CAPTURE HALAL JAPANESE CUISINE MARKET WITH HEI SUSHI

- More outlets over the next two years on the cards
- Singapore's first Halal sushi belt restaurant to capture niche market with new menu and kids' sushi making workshop
- Hei Sushi to raise funds for less fortunate in the Muslim Community with special dishes

Singapore, 9 December 2008 – Apex-Pal International Ltd (hereafter known as “Apex-Pal” or ‘The Group’), the Innovative Food People and the company behind the global chain of Sakae Sushi restaurants, aims to expand its growth by tapping the Halal Japanese cuisine food and beverage market segment. It will achieve this through its Halal brand, Hei Sushi and plans to open at least two more outlets in Singapore in the next two years.

2. Launched as a Japanese Halal restaurant in March this year, Hei Sushi has scored a number of firsts. Not only is it Singapore's first Halal sushi belt restaurant, it is the first and only Japanese fast casual dining certified to Singapore Muis Halal Quality Management System, or HalMQ (pronounced as ‘hallmark’) in short. HalMQ is a coveted certification using a structured and system based approach towards compliance. Being certified to HalMQ will ensure that Hei Sushi is moving along with the current trend and will remain relevant and competitive in the global market place.

3. Besides leveraging on HalMQ to market the brand, Hei Sushi has lined up a comprehensive plan to promote healthy Japanese cuisine to the Muslim community here. This includes a new menu and educational cum sushi making workshops. Diners will be tempted with the many new dishes, especially those customized to the taste buds of our Muslim customers including the Spicy Seafood Ramen, Spicy Ebi Yaki (Spicy Grilled Prawn) and Smoked Duck Nigiri Sushi just to mention a few. That's not all. Customers who are relatively new to Japanese cuisine will find the menu more user friendly as it comes with the short descriptions of hot favourite items such as salmon carpaccio (thinly sliced raw salmon with special dressing), dobinmushi (mini

FOR IMMEDIATE RELEASE

teapot soup with seafood and vegetables) and so on. Another signature element of Hei Sushi restaurant is the patented Interactive Menu which not allows customers to order quickly without waiting for a wait staff, it also provides descriptions of dishes served at the outlet.

4. While sushi and Japanese fare has been pretty much a non-Halal dish, much has changed in the past few years as demand for Halal Japanese fare has gone up significantly. Having said that, many still do not know much about Japanese cuisine beyond sushi. To enhance awareness and promote the benefits of healthy Japanese fare, Hei Sushi will conduct a series of workshops. For a start, a Workshop on Sushi Making for Kids will be held on 13 December 2008 (Saturday) at Hei Sushi@Downtown East. Targetted at kids aged 6 – 12 years; they will learn how to make handroll, maki, or sushi roll, and Gunkan sushi. They will also design their own sushi before tucking into a kiddy bento set specially prepared for them. Parents are free to join in the workshop so that they can bond with their kids.

5. “We are very excited by the potential upside for the Halal Japanese cuisine market segment. In time to come, we hope to grow Hei Sushi into a chain comparable to its sister brand, Sakae Sushi,” said Mr Douglas Foo, Chairman and CEO of Apex-Pal. “We are targeting to open more outlets here to meet the increasing demand. While we are experiencing a downturn now, it is also an opportune time for us to get the best locations at reasonable prices.” He added.

6. With Hei Sushi, Singaporeans now have a common dining space to meet and have fun in a hip Japanese sushi belt restaurant with their Muslim friends. Diners get to choose from a comprehensive menu of over 200 varieties of delicious Japanese dishes. Besides sushi, there are yakimono, or grilled items, kaminabe (paper hot pot soup dishes), don or rice dishes, and value-for-money bento sets. Kids will also enjoy the Kiddy sets created just for them.

7. In line with Hari Raya Haji and Apex-Pal’s corporate philosophy of being a corporate socially responsible citizen, Hei Sushi will donate three lambs to the Muslim community. Three special lamb dishes -- Shish Kebab, Korban Maki and Lamb Crepe – have been created by the Hei Sushi chef and will be made available at the Downtown East Hei Sushi restaurant from 8 December 2008. Priced at \$6.88, \$6.88 and \$2.18 respectively, all proceeds from the sale of these three dishes will be donated to Beyond Social Services, a charity which aims to curb delinquency among disadvantaged young people and their families and to move them beyond their problems.

FOR IMMEDIATE RELEASE

8. Hei Sushi has a full service restaurant located @ Downtown East, 1 Pasir Ris Close, #01-01/02, Singapore 519599. In addition, a Hei Sushi kiosk for takeaways of freshly made sushi can be found at IMM, 2 Jurong East Street 21, #01-K10, Singapore 601609.

See [Annex 1](#) and [2](#) for Details on Workshop on Sushi Making for Kids and Fact Sheet on Hei Sushi respectively.

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 Pizza, 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 New York City. The Group remains committed to global growth by exploring new emerging markets such as the Middle East, Vietnam, 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.

Contact Information

Apex-Pal International Ltd
Ms Loh Soi Min
Investor Relations Manager
Tel: 6438 6629
Fax: 6438 6639
Email: lohsoimin@apexpal.com

FOR IMMEDIATE RELEASE

Annex 1: Kids Sushi Making Workshop

Date: 13 Dec 2008, Saturday

Time: 10am to 12pm

Venue: Hei Sushi @ Downtown East

Objective: Fun holiday activity for kids
Encourage bonding between parents and kids
Educate kids about the benefits of healthy Japanese food

Who can participate: Kids aged 6 – 12 years [Parents are free to join in and help their kids]

Group Size: 20 pax on a first-come, first-served basis

	VIP Member Price	Public Price
Child	\$20.90++	\$28.90++

Package includes: -

- 1) Making of Handroll, Maki and Gunkan under Chef's guidance.
- 2) Create Your Favourite Cartoon Character Rice Cake
Participants will be given a selection of ingredients including rice cake, cucumber strips, seaweed strips, ebiko (prawn roe) and so on to create their favourite cartoon character. Hei Sushi chefs will be on hand to guide the children.
- 3) Lunch :- Include the handroll, maki, gunkan and their own creation of rice cake with an addition of Tori Karaage, French fries and a bottle of Yakult.
- 4) Child apron, gloves and Sushi mat

Annex 2: Brand Write Up on Hei Sushi



Apex-Pal International Ltd, The Innovative Food People, is proud to be the first to open a *halal* Japanese conveyor belt restaurant in Singapore.

Launched as a *halal* restaurant in March 2008, **Hei Sushi** is the answer for everyone who loves healthy and tasty Japanese food, especially those in the Muslim community, and those who prefer 'no pork no lard' dishes.

As a favourite among Singaporeans, *sushi* and Japanese fare has been pretty much a non-*halal* dish. However, much has changed in the past few years as demand for *halal* Japanese fare has gone up. Thus, Hei Sushi, modeled after its sister brand, "Sakae Sushi" bridges this gap for good quality Japanese dishes at affordable price, using *halal* ingredients. It also gives a common dining space for Singaporeans to dine out at a hip and fun Japanese conveyor restaurant with their Muslim friends.

At Hei Sushi, diners get to choose from a comprehensive menu of over 200 varieties of delicious Japanese dishes. Besides *sushi*, there are *yakimono* items grilled to perfection, *kaminabe* (paper hot pot soup dishes), *don* or rice dishes, and value-for-money bento sets. Kids will also enjoy the Kiddy sets created just for them. What makes Hei Sushi so unique is that some of the food offered here cannot be found in any other *sushi* parlour. Dishes like Spicy Ebi Yaki (Spicy Grilled Prawn) and Spicy Ika Yaki (Spicy Grilled Squid) are specially created by our Chef to cater to the taste buds of our fellow Malays.

With our first *halal* restaurant strategically located near all the amusement parks, Hei Sushi is definitely an ideal dining location for any family outing.

In the same innovative spirit, we have created a logo and name with the same bearing as our successful sister brand, Sakae Sushi. "Hei" has the same definition as 'Sakae', meaning growth and development in Japanese. More importantly, it also carries the same commitment to provide quality food and customer service to its valued consumers.

The Flowers in perpetual bloom, amongst many other elements, is an implication of spiritual and physical refreshment. It also symbolizes abundance and an every-blooming celestial garden.

Long known as a traditional colour of the Muslim community, the green is the main colour used in the logo. The lighter green is also the colour of its sister brand – Sakae Sushi. Taken together, it signifies growth, fresh and clean, and last but not least, healthy good food.

FOR IMMEDIATE RELEASE

HEI SUSHI outlets

Downtown East

1 Pasir Ris Close

#01-01 / 02 Singapore 519599

Tel: 6582 8467

Operating Hours:

11:30am - 10:00pm (Daily)

IMM (Kiosk)

2 Jurong East Street 21

#01-K10 (Kiosk)

Singapore 609601

Tel: 6425 2383

Operating Hours:

11:30am - 10:00pm (Daily)