NEWS RELEASE

KINGSMEN SECURES CONTRACT FOR KIDZANIA VALUED AT S$25.2 MILLION

Singapore, July 21, 2014 – Kingsmen Creatives Ltd ("Kingsmen" or "the Group"), a leading communication design and production group, announced today that its wholly-owned subsidiary, Kingsmen Exhibits Pte Ltd, has been awarded the contract for KidZania Singapore valued at S$25.2 million.

KidZania is part of a fast-growing global edutainment chain headquartered in Mexico City and is slated to open at Sentosa Island's Palawan Beach. Positioned as Singapore's first indoor family edutainment centre, the attraction features over 90 role-playing activities, from more than 70 different establishments in a "city" built to scale for children. Through interactive activities and "jobs", children will learn about how society functions, financial literacy, various professions, team work, and real-life skills. Kingsmen's contract involves the construction and maintenance of fit-out works for the attraction, and is expected to be completed by 2015.

Mr Benedict Soh, Executive Chairman of Kingsmen, commented: "We are delighted to be a part of this exciting edutainment attraction which engages children in meaningful ways. This contract reaffirms the inherent capabilities we possess and our strong position in the industry. With our experience in the thematic and attractions industries, we will continue to pursue more opportunities to support upcoming attractions across Asia and the Middle East."

About Kingsmen Creatives Ltd.

Listed on the Main Board of the Singapore Exchange, Kingsmen is a leading communication design and production group. Established in 1976, the Group has a network of 18 offices and full service facilities serving global clients in Exhibitions & Museums, Retail & Corporate Interiors, Research & Design, and Alternative Marketing today.

Kingsmen's "one-stop-shop" solution, through its vertically and horizontally integrated service offerings coupled with its network of offices and partners, provides clients the benefits of flexibility, speed and value. Building on its design-led, quality and service-driven culture, the Group has established a reputation and visible brand that is synonymous with creative and innovative solutions.

The Group serves a long-standing base of clients from diverse industries including well-known names such as BMW, Burberry, DBS Bank, FJ Benjamin Group, Gucci, Hong Kong Disneyland, LVMH, Ralph Lauren, Resorts World Sentosa, Robinsons Group, TAG Heuer, Tiffany & Co., Universal Studios Singapore and Wing Tai Asia.

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For more information, please contact:
Andrew Cheng
Group General Manager
Kingsmen Creatives Ltd
DID: (65) 6880 0465
Fax: (65) 6880 0038
Email: andrewcheng@kingsmen-int.com

Charlene Sng
Manager, Corporate Communications
Kingsmen Creatives Ltd
DID: (65) 6831 1346
Fax: (65) 6880 0038
Email: charlenesng@kingsmen-int.com