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MEDIA RELEASE

SMJ International participates in its first exhibition in Saudi Arabia

SINGAPORE, 12 November 2014 – SMJ International Holdings Ltd. (“SMJ International” or the “Company”), a leading premier carpet specialist serving the commercial and institutional sectors in Asia, is participating in Decofair 2014¹ - The Business of Design for the first time. The exhibition is held from 10 to 13 November 2014.

SMJ International is partnering Al-Mira Carpet Factory, their distributor from Saudi Arabia in Decofair 2014. The Company will be showcasing SMJ brand of carpets and to create brand awareness in the Saudi Arabian and Middle Eastern markets.

Ms Rena Ho, SMJ International's Executive Director and Chief Executive Officer commented: “***We are participating in more exhibitions to increase brand awareness and market our products. We are also focusing on identifying good partners as distributors so as to expand on the overseas sales.***”

Decofair is Saudi Arabia's leading international interior design show and it has been considered one of the most highly rated annual furniture and interior design exhibitions. Exhibitors from furniture and interior design companies based in Kingdom of Saudi Arabia, Europe, United Kingdom and Asia participates in Decofair.

This exhibition attracts architects, interior designers, distributors, contractors and high net-worth individuals to attend this one-stop sourcing ground. Through this exhibition, the Company will get to network with similar industry players as well as developing relationships with potential buyers and clients.

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¹ Organised by Reed Sunaidi Exhibitions

About Reed Sunaidi Exhibitions (www.reedsunaidiexpo.com)

Reed Sunaidi Exhibitions is the strategically successful joint venture partnership between the world's largest international exhibition organiser Reed Exhibitions and highly experienced Saudi organiser Sunaidi Expo. Based in Jeddah, Saudi Arabia, Reed Sunaidi is currently running six events in Jeddah and Riyadh in 2014, with further launch events planned in 2015. Current events span diverse markets including the design, real estate, food, mother and baby, sport and fitness, health and beauty, pool & spa and kitchen & bathroom sectors.

Reed Exhibitions is the world's leading event organiser with a portfolio of 500 events organized in 39 countries including trade and consumer exhibitions, conferences and meetings, ranging across 44 industry sectors.

About SMJ International Holdings Ltd. (www.smjf.com.sg)

Established in 1988, SMJ International is one of the leading premier carpet specialists serving commercial and institutional sectors in Asia with an established reputation and track record of more than 25 years.

SMJ International specialises in the sale and distribution of a wide range of carpets marketed under its "SMJ" brand through its global distribution network of more than 260 carpet dealers, carpet importers and carpet installation companies in Singapore and over 20 countries mainly in Asia.

SMJ International's 42,614 sq ft warehouse stocks a ready supply of carpets in approximately 80 different designs in up to 400 different colours. SMJ International is also the authorised supplier for the "Shaw Contract Group" range of carpets in Singapore.

**Issued for and on behalf of SMJ International Holdings Ltd. by Cogent Communications Pte Ltd.
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Annex:



Ms Nellie Ho, Deputy Chief Executive Officer of SMJ International Holdings Ltd. and dealer from Al-Mira Carpet Factor at the exhibition.