
POKKA BEVERAGES SAFE FOR CONSUMPTION

- **Affirmed by tests conducted by food safety authority in Singapore**
- **Milk-based beverages produced with milk ingredients from Australia and France**
- **Company ensures rigorous control of beverage production processes to ensure high quality standards**

Singapore, 17 October 2008 - Pokka Corporation (Singapore) Limited (“Pokka” or the “Company”) (百佳企业(新加坡)有限公司), a leading food and beverage group in Singapore and Asia Pacific, wishes to assure the public and its stakeholders that the Company’s beverage products are safe for consumption.

The Agri-Food and Veterinary Authority in Singapore has conducted tests on Pokka’s beverages which returned satisfactory results. This affirms that Pokka’s beverages are safe for consumption.

As reported in the media yesterday, tests in Vietnam have found the presence of melamine in three of Pokka’s beverages. Minute traces of melamine is commonly found in food and beverages, and generally should not constitute a health risk to consumers (refer to ‘Notes on Melamine’).

The three Pokka beverages that were flagged, contain melamine at a level of approximately **0.1 parts per million** (ppm). This is **25 times lower** than the acceptable safety limit of 2.5 ppm set by the Food and Drugs Administration (FDA) in the United States. Based on the Tolerable Daily Intake (TDI) limit set by the FDA, a person would have to consume about 1,600 cans of Pokka beverages every day over his lifetime in order for the drink to pose a health risk.

At Pokka, the safety of customers is of paramount importance. The Company ensures rigorous checks and stringent hygiene standards are applied at every stage of its production process, from the import of raw materials and preparation of ingredients, to the bottle/can filling lines and final delivery to customers. For its milk-based products manufactured in Singapore, **Pokka only uses milk ingredients imported from Australia and France**, countries which enforce extremely stringent food safety standards.

Amid the current cautious consumer sentiment, Pokka is even more determined to apply even more stringent food safety controls so that consumers can enjoy its wide range of beverages without any fear.

The numerous food quality and safety endorsements Pokka has received over the years attest to the Company’s commitment to provide consumers with beverage products that meet high safety standards. These certifications include the ISO 22000:2005 Food Safety Management System, ISO 9001:2000, HACCP and British Retail Consortium (BRC) Global Standard Food certifications.

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Notes on Melamine

Melamine is found in minute traces throughout the food chain across the globe. Generally, these minute traces do not constitute a health risk to the consumer. The Food and Drugs Administration (FDA) in the United States sets the permitted level limit at 2.5 parts per million (ppm).

For melamine to cause harm to an adult of normal weight, the person would have to consume 37.8 mg of melamine per day over his lifetime. Assuming that the melamine traces in a beverage is at the acceptable level of 2.5 ppm, a person would have to consume, based on the TDI set by the FDA, over 63 cans (using a can size of 240 g) per day of this beverage over his lifetime for the melamine to pose any health risks.

About Pokka Corporation (Singapore) Limited

Established in 1977, Pokka Corporation (Singapore) Limited ("Pokka") is a leading food and beverage company in Singapore and Asia Pacific. The Group manufactures and markets a wide range of beverages under its *POKKA* brand, as well as owns and operates restaurant chains under proprietary brands.

Today, the Group has carved a strong niche in the ready-to-drink beverage market with a brand name that is synonymous with healthy tea and fruit drinks. Its flagship beverages are Pokka 'Green Tea' and 'Carrot Fruit Juice', which both rank as the No. 1 choices in Singapore in their respective categories. The Group has also successfully expanded overseas with its beverages being sold in more than 50 countries across Asia, the Middle East and Europe.

Pokka also owns and operates 28 restaurants and food outlets under 8 different brands in Hong Kong, Singapore and Macau. Its restaurants and food outlets feature a wide gamut of food delights from authentic Japanese cuisine to Italian pasta and fusion menus. Since entering this business in 1991, the Group has successfully enhanced the brand recognition of its restaurants, particularly its popular Pokka Café and Tonkichi brands.

Website : www.pokka.com.sg