



NEWS RELEASE

SunMoon Sets Up New Concept Retail Store

Singapore, 15 April 2008 – SunMoon Food Company today announced the opening of its new concept retail store in Singapore, named SunMoon Fresh.

Formerly known as FHTK Holdings, the company's core strength lies in the globally accredited safety standards maintained in the processing and marketing of high quality fresh fruits under the world-renowned SunMoon Brand.

The concept store's strategic location along Tanglin Road, with its superior physical infrastructure, gives Sunmoon the ideal opportunity to bring its products closer to consumers.

"Equipped with our intimate fruit knowledge, the company is riding on the increasing trends of the health-conscious and discerning consumers who look for the best quality in fresh fruits," said Ivan Chua, Manager, Retail & Franchise. "The SunMoon Fresh concept store will certainly meet their needs."

SunMoon Food Company is headquartered in Singapore with subsidiaries, plantations and processing lines in various parts of China.

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About SunMoon Food Company Ltd

SunMoon Food Company Ltd is a fully integrated fresh fruit and dehydrated produce company focused on meeting the increasing consumer demand for healthy, safe and premium fresh produce. We are a global player in Fresh Fruits and Dehydrated Produce.

For media enquiries, please contact SunMoon Food Company Ltd :

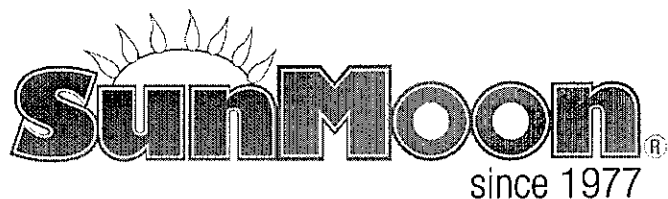
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SUNMOON FOOD COMPANY LIMITED

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Sunmoon Food Company Ltd Fact Sheet

Sunmoon Food Company Ltd is a fully integrated fresh fruit and dehydrated produce company focused on meeting the increasing consumer demand for healthy, safe and premium fresh produce. We are a global player in Fresh Fruits and Dehydrated Produce. The core businesses of the Company are:

- Fresh Division
- Produce Division

Fresh Division

Fruits Trading & Distribution

Sunmoon Food Company Ltd is an international player in the fresh fruit business, with an extensive distribution and market network spanning five continents, integrated with sourcing, processing, packaging, cold storage, marketing and logistics operations. To support our scale of operations, we have 3 fruit processing lines with a total throughput of 500 MT per day and total cold storage capacity of 46,500 MT, with distribution centres in Shandong, Shanghai and Guangdong. Sunmoon has a diversified customer base including importers, wholesalers and supermarket chains with sales of Fuji Apples, Asian Pears, and other premium fruits including grapes, peaches, nectarines and cherries. Our SunMoon and Trigem brands are well recognised in the industry and highly sought after for their assured premium quality. Sunmoon's fruits are found on the shelves of major supermarket chains like Tesco in the UK, and Coles and Woolworth in Australia.

The Company's reputation for quality and food safety is backed by accreditations by EUREPGAP, HACCP, ISO 9001:2000, Tesco Nature Choice (TNC), Woolworth Quality Assurance (WQA), and Good Manufacturing Practice (GMP).

Fruit Plantations

We currently lease and manage 15 plantations in Shandong totalling 1,769.3 hectares to cultivate a variety of premium fruits. As an on-going rationalisation effort to improve yield and returns, we are reducing the total plantation size. This will result in better cash utilisation and reduce our exposure to the risks associated with primary production in China.

Produce Division

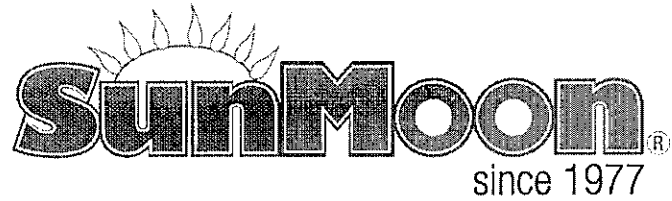
Dehydrated Produce Processing & Distribution

Sunmoon's Dehydrated Produce operation in Shandong is the largest integrated exporter of dehydrated garlic and onion in China. Annually, we produce more than 10,000 MT of dehydrated garlic and onion for export globally, with an established customer base in North America, UK, European Union, Australia, Southeast Asia and Africa. The Company's operations are fully accredited with: HACCP, Good Manufacturing Practice (GMP), Standard Sanitary Operating Procedure (SSOP), ISO 9001:2000, EurepGAP Certificate and Kosher Certified.

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SunMoon's integrated Dehydrating and Milling operation, together with our Quality Assurance and Quality Control programmes, gives our valued customers confidence in the consistency and quality of our products, which are vital in the Food Ingredient industry. Our dehydrated garlic and onion thus command a premium in the market, and we take pride in having some of the leading food ingredient players like Unilever, Newly Weds, and McCormick as our customers.

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