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Miscellaneous	
* Asterisks denote mandatory information	
Name of Announcer *	FRASER AND NEAVE, LIMITED
Company Registration No.	189800001R
Announcement submitted on behalf of	FRASER AND NEAVE, LIMITED
Announcement is submitted with respect to *	FRASER AND NEAVE, LIMITED
Announcement is submitted by *	Anthony Cheong Fook Seng
Designation *	Group Company Secretary
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>> Announcement Details

The details of the announcement start here ...

Announcement Title *	F&N CELEBRATES HOMECOMING
Description	Fraser and Neave, Limited, attaches for information, a media release by its Food and Beverage Division titled "F&N Celebrates Homecoming", on the return of its soft drinks business in Singapore following the end of its transition bottling arrangements with The Coca-Cola Company today.
Attachments	 Media-Release-FN-Celebrates-Homecoming-300911.pdf Total size = 60K (2048K size limit recommended)

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Media Release

F&N Celebrates Homecoming
*An exciting calendar of activities with the return of its soft drinks business
in Singapore*

Singapore, 30 September 2011 – 1 October 2011 marks a new milestone in the 128 years history of Fraser and Neave, Limited (“F&N”) with the return of its soft drinks business in Singapore. A homecoming for the company’s founding business, F&N will regain control of all local sales and distribution operations for F&N beverages tomorrow. This will allow F&N to reap the growth opportunities available in the Singapore beverage sector, even as the Group springboards plans from its home market to reinforce its position as a prominent food and beverage (“F&B”) player in the Asia Pacific region.

Today, F&N ends its transition bottling arrangements with The Coca-Cola Company in Singapore, Malaysia and Brunei. From 1 October 2011, F&N will fully control all aspects of its soft drinks business, from manufacturing and marketing to sales and distribution. Its subsidiary, F&N Foods Pte Ltd, will be the sole distributor of all F&N beverages in Singapore, while its Bursa-listed Malaysian subsidiary Fraser & Neave Holdings Bhd, will cover Malaysia and Brunei. Without the restrictions of the transition agreements, F&N will also be able to aggressively push marketing and sales activities for all F&N beverages regionally.

With the return of the soft drinks business locally, F&N will receive 100% of the income from the sales and distribution of its beverages in Singapore. F&N plans to extend its leadership in the F&B industry by introducing new products and categories to cater to an increasingly discerning generation of consumers. The soft drinks division, armed with formidable, well-established brands like the *100PLUS* isotonic drink, *F&N Sparkling Drinks*, *F&N SEASONS* Asian-inspired drinks and teas as well as the *F&N ICE MOUNTAIN* water range, is poised to grow from strength to strength with its five soft drinks manufacturing plants in Malaysia, including the state-of-the-art facility in Shah Alam. Together with its line-up of beer and dairy products, F&N now offers a complete beverage portfolio in Singapore.

Mr Koh Poh Tiong, F&N’s Chief Executive Officer, Food and Beverage Division, reaffirmed that the soft drinks division remains one of the key pillars for F&N’s F&B business. He said, “We have

been working hard towards this day, when we will finally have all our soft drinks brands back under our stable. This is a homecoming for us as it harkens back to our heritage of refreshing and hydrating Singaporeans for the past 128 years.”

Mr Koh added, “We are poised to extend our product range and further expand the footprint of our brands beyond our current markets, recapturing the hearts and minds of consumers in Singapore and winning new fans overseas. We are eager to participate in the enormous growth potential that await us in the region. F&N will now accelerate the introduction of new products. We have a rich innovation pipeline and we will expand our product range to cater to the latest consumer beverage preferences. The next quarter of 2011 promises to be an exciting one for F&N. Today, on the cusp of our new journey, we are proud to announce the launch of two new products – *100PLUS EDGE* and *F&N Clearly Citrus* – which will be rolled out in the month of October. This is just the start of our efforts to offer even more choices and to drive new and differentiated products across our beverage portfolio.”

F&N’s flagship brand, *100PLUS* is the leading isotonic drink in Singapore and Malaysia with more than a million people drinking it daily. The soon-to-be-launched *100PLUS EDGE* offers a non-carbonated version of *100PLUS*, enhanced with the added benefit of B-vitamins (B3, B6, B12) which aid in providing more energy. Coupled with its hydration properties, *100PLUS EDGE* positions itself to athletes – all from a brand that has long been trusted by those who lead an active lifestyle.

F&N Clearly Citrus joins the range of the ever-popular *F&N Sparkling Drinks* this October. Refreshing and great-tasting, *F&N Clearly Citrus* delivers a burst of lemon lime, an immensely popular flavour enjoyed by many.

Besides the launch of *100PLUS EDGE* and *F&N Clearly Citrus*, the last quarter of the 2011 calendar will be packed with more launches, promotions and samplings by F&N’s brands - *100PLUS*, *F&N Sparkling Drinks*, *F&N SEASONS* and *ZESTA*, as F&N ramps up activities to celebrate homecoming.

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About Fraser and Neave, Limited (星獅集團)

Established in 1883, Fraser and Neave, Limited is a leading Asia Pacific Consumer Group with expertise and prominent standing in the Food & Beverage, Property and Publishing & Printing industries.

Leveraging its strengths in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&N provides key resources and sets strategic directions for its subsidiary companies across all three industries.

Listed on the Singapore stock exchange, F&N ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders' funds and total assets employed of over S\$6 billion and S\$13 billion, respectively. F&N is present in over 20 countries spanning Asia Pacific, Europe and the USA and employs about 17,000 people worldwide.

For more information on F&NL, please visit www.fraserandneave.com.

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