

XPRESS HOLDINGS LTD
(Co. Reg. No. 199902058Z)

XPRESS NAMED OVERALL WINNER OF SINGAPORE PRESTIGE BRAND AWARDS

The Board of Directors of **Xpress Holdings Ltd** (“Xpress” or the “Group”) is pleased to announce that it was named the Overall Winner of the Established Brands Award category at the 2009 Singapore Prestige Brand Presentation Ceremony held on 10 December 2009 at The Ritz-Carlton, Millenia Singapore. This latest award follows the Group’s earlier win as one of the 21 winners of the category announced on 17 November 2009, and attests to the Group’s continued commitment to developing a leading regional brand presence that reflects its unique business print model providing exceptionally high quality of service and speed of its comprehensive suite of printing solutions.

Jointly organized by the Association of Small & Medium Enterprises and Lianhe Zaobao, the Singapore Prestige Brand Award (SPBA) recognises and honours Singapore brands that have developed and managed their brands effectively through various branding initiatives. With an increasing number of homegrown brands becoming established household names, achieving this esteemed mark of success is a significant milestone in the branding journey of any local brand. The Award also serves as a yardstick for SMEs to benchmark their brand equity against their competitors.

Receiving the award, Xpress’ Chief Executive Officer, Mr. Poh Eng Seng said, “Building the Xpress brand has always been a continuing cause that we support at all levels of our firm across our network of 32 print stations located in 19 cities. Participating for the first time in SPBA, we are deeply honoured to be named as the overall winner of the category, and to be selected as a representative for excellence in the execution of branding initiatives. Moving forward we will continue to emphasize on the continued growth of Xpress’ mindshare as a leading provider of fast turnaround print solutions at both the local and regional levels.”

By Order of the Board
Poh Eng Seng
Chief Executive Officer
11 December 2009