PRESS RELEASE

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OF FALL FALLIAGE AND AUTUMN COOL
Celebrate Mid-Autumn Festival with Swensen's Popular Ice cream Mooncakes

Singapore, 13TH July 2011 – Sapped and under the mercy of mercury rising this season? Singapore's most loved family restaurant chain, Swensen's, presents an arresting array of pastry skin **ice cream mooncakes** for Mid-Autumn Festival taking you to a chilly landscape of fall foliage and treating your palate to the lush cool of autumn that you so deserve. Swensen's presents 6 of the most enticing, velvety and smooth flavours this autumn:

Our **Sticky Chewy Chocolate** and **Durian** are back by popular demand – the former is pure decadence with our signature Sticky Chewy Chocolate ice cream in every bite while the latter glorifies the king of fruits with an icy twist offering you a rich, creamy and oh-so gratifying experience.

New flavors on the block also add on to the festivities. The **Chewy Mango** is paradise found in a mango-flavored treat cocooning an *attap* seed centre. The **Strawberry**, on the other hand, is refreshingly zesty and delightful – this sweet strawberry escapade should leave you

wanting more. For a heavier and richer taste of autumn, partake in the **Hazelnut Almond Crunch** which is rich, crunchy and all savory. Go nutty over this full flavored mooncake

packed with almond nut bits! For a flavor to lull you from the depths of food coma, the **Cappuccino Cookies** is your caffeine fix in a mooncake!

The ice cream mooncakes are sold in a box of four and may be matched according to customer's choice of flavours at S$26.90 per box.

Swensen's well-loved ice cream mooncakes retail at all Swensen's and Earle Swensen's outlets across the island from 1st August to 12th September 2011.

Give a Gift of Love - To give to loved ones, friends, or colleagues, the gift of love during the Mid-Autumn Festival, Swensen's offers an early bird discount. On top of that, there are also giftcards to go with each box of mooncakes. Customers who order from 1st August to 15th August 2011 can enjoy 20% off Swensen's Ice Cream Mooncakes. For corporate and bulk orders, please call Swensen's sales hotline at 68509285 for corporate or bulk purchases.

ANZ, DBS/POSB, HSBC, CITIBANK and UOB cardholders enjoy 15% off from 16th August 2011 onwards.

Cool Rewards and Swensen's Kids' Club members enjoy a 20% discount throughout the season of mooncake sales but this discount may not be coupled with other offers.

Please visit www.swensens.com.sg or call 67888128 for more information.

Note on prices and promotion:
* All prices quoted are in Singapore dollars and include prevailing GST.
* Prices are correct at time of release.
* Terms and conditions apply.

Caption for Photo: Swensen's Strawberry Ice cream Mooncake

ABOUT SWENSEN'S
Well-known for ice cream sundaes, Swensen's has developed over the years to become a chain of casual-dining family restaurants offering not only ice creams, but also a wide selection of hearty food, desserts and beverages, ice cream cakes and takeaway novelties. In its 32 years in Singapore, Swensen's has become a household name. Swensen's first delighted taste buds with a 200-seater restaurant at Thomson Plaza in 1979. Today the chain boasts 25 full-service restaurants serving an all-day menu of food and ice cream sundaes.

ABOUT ABR HOLDINGS LIMITED
Founded in 1978, ABR Holdings Limited began as the owner and operator of the first full-service Swensen's ice cream restaurant. Today, the company is listed on the secondary board of the Singapore Exchange, and primarily manages, franchises and operates a portfolio of well known food & beverage companies and brands, including Swensen's, Gloria Jeans Coffee, Oishi Japanese Pizza, Season confectionary, The Cocoa Trees and Yogen Fruz. Hippopotamus Restaurant Grill, known for the widest selections of cut from well-known Sirloin, Tenderloin and Rib Steak, to the rare Hanger and Skirt Steaks., at affordable prices, is the newest restaurant to come under ABR Holdings Limited's portfolio.

For media tastings, media enquiries and highres pictures, please kindly get in touch with:

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Annex – Images

Chewy Mango

Strawb

Hazelnut Almond Crunch

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