

NEWS ROOM

HELLO KITTY IS COMING TO TOWN**25 September 2006**

For the first time in Singapore, Hello Kitty and her friends from the Sanrio gang are making their way to Singapore this coming December. For their international debut, they promise to bring everyone on a "fantastical and magical adventure" at D'Marquee, Downtown East. This exciting musical show boasts lots of interactive element and aims to delight all Hello Kitty fans in Singapore with interesting storyline and stunning visuals.

Gardenia is proud to be one of the two main sponsors for the international Hello Kitty "Live" Show in Singapore. To add to this excitement, Gardenia has lined up an exciting promotion for 6 weeks. Up for grabs are a total of 100 prizes worth **S\$28,000.00**. Each lucky family will walk away with 4 Hello Kitty tickets and \$88 in cash to join Hello Kitty and her friends on a magical journey.

The promotion mechanics of the lucky draw are very simple. To participate, just send in your entries along with **two participating Gardenia bread packagings with the promotional overbands attached** by 10 November 2006. The participating bread products are Gardenia Hi Calcium Milk Bread, Gardenia High Fibre White Bread with Omega and Inulin, Gardenia Fine Grain Wholemeal Bread and Gardenia Enriched White Bread. The lucky draw will be held on 16 November 2006 at Gardenia Foods (S) Pte Ltd and the results will be published on 22 November 2006 in the TODAY newspaper. All winners will also be notified by post.

Also, everyone can be a winner. A 10% discount on the Hello Kitty show tickets is given to any customer who present 2 participating promotional overbands at any TicketCharge outlets.

Hurry! Grab your favorite Gardenia bread now!

