

KITCHEN CULTURE HOLDINGS LTD.

(Incorporated in the Republic of Singapore on 25 March 2011)

(Company Registration No: 201107179D)

**Placement of 17,000,000 New Shares at \$0.30 for each Share,
payable in full on application**

APPLICATION RESULTS

The Board of Directors of **Kitchen Culture Holdings Ltd.** (the "Company") is pleased to announce that, as at the close of the Application List at 12.00 noon on 20 July 2011, all 17,000,000 Placement Shares have been validly subscribed for and application monies received for these Placement Shares amounted to \$5,100,000. There were no invalid applications for the Placement Shares.

The spread of places for the Placement Shares validly subscribed for is as follows:-

Range of Placement Shares Applied for	Number of Places
1,000 to 9,000	115
10,000 to 49,000	52
50,000 to 99,000	16
100,000 to 499,000	31
500,000 to 999,000	10
1,000,000 and above	3
	227

RULE 428 OF THE SGX-ST LISTING MANUAL SECTION B: RULES OF CATALIST

Pursuant to Rule 428 of the Singapore Exchange Securities Trading Limited (the "SGX-ST") Listing Manual Section B: Rules of Catalist ("Catalist Rules") and to the best knowledge and belief of Collins Stewart Pte. Limited (the "Sponsor"), after having taken all reasonable steps and making all reasonable enquiries to obtain the necessary confirmations from the parties specified under Rule 428 of the Catalist Rules, there are no persons or institutions specified under Rule 428 of the Catalist Rules who were allotted the Placement Shares. Should it subsequently come to the attention of the Sponsor that there were such persons or institutions specified under Rule 428 of the Catalist Rules who have been allotted the Placement Shares, an appropriate announcement, via SGXNET, will be made before the commencement of trading.

To the best knowledge and belief of the Sponsor, the following persons have applied for and have been allotted 5% or more of the Placement Shares:-

Name of Placee	Number of Placement Shares	Circumstances giving rise to the Allotment
Cheng Chin Kwong @Thie Tji Koang	1,400,000	Allotted under the Placement
Lee Yong Miang	1,800,000	Allotted under the Placement
Ong Soon Liong @Ong Soon Chong	1,500,000	Allotted under the Placement

COMMENCEMENT OF TRADING

The Company's Shares will commence trading on a "ready" basis at 9:00 a.m. on 22 July 2011.

To find out your initial public offering results status, applicants may call the CDP Phone at 6535 7511 using your T-PIN. To sign up for the service, applicants may contact CDP customer service officers for an application form.

The Board of Directors of the Company wishes to thank all applicants who have applied for the Placement Shares, the relevant authorities and all who have helped in one way or another in the Company's listing on Catalist, for their support and assistance.

This announcement has been prepared by the Company and its contents have been reviewed by the Company's Sponsor, Collins Stewart Pte. Limited for compliance with the relevant rules of the SGX-ST. Collins Stewart Pte. Limited has not independently verified the contents of this announcement. This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made, or reports contained in this announcement.

The contact person for the Sponsor is Mr. Alex Tan, Managing Director, Corporate Finance, Collins Stewart Pte. Limited at 77 Robinson Road #21-02 Singapore 068896, telephone: (65) 6854 6160.

Issued by

COLLINS STEWART PTE. LIMITED

For and on behalf of

KITCHEN CULTURE HOLDINGS LTD.

21 July 2011

Capitalised terms used herein, unless otherwise indicated, shall have the same meanings as defined in the offer document of the Company registered by the SGX-ST acting as agent on behalf of the Monetary Authority of Singapore on 15 July 2011.