

## **KINGSMEN ONCE AGAIN NAMED ONE OF SINGAPORE'S TOP 100 BRANDS**

Kingsmen Creatives has been once again named one of Singapore's leading brands, jumping 15 places to 80<sup>th</sup> position in the 2010 Brand Finance Singapore's Top 100 Brands.

Brand Finance's 2010 ranking was based on the new international standard on brand valuation – IS 10668 (Monetary Brand Valuation). The brands were assessed based on Brand Value, Enterprise Value and overall Brand Rating. In 2010, Kingsmen's brand and enterprise value jumped by more than 100%, resulting in a higher brand rating of A+ from last year's BB rating.

Commented Mr Benedict Soh, Executive Chairman of Kingsmen Creatives, " We are delighted to once again be amongst the top 100 brands in Singapore and see our rankings improve. Branding is always an important component in building a sustainable and growing business. It must however be reinforced by excellent performance. Therefore, even as we strengthen our business in the region and expand our presence in the global markets; we will continue to enhance our capabilities in delivering speed, quality and consistency. "