



Restaurant • Bar

For Immediate Release

MANCHESTER UNITED RESTAURANT & BAR TO OPEN FIRST OUTLET IN BANGKOK

- *Signing ceremony of the Manchester United Restaurant & Bar Franchise Agreement in conjunction with the Manchester United Barclays Premier League Trophy Tour in Thailand*
- *First outlet to open in Sukhumvit 11 in October 2008*
- *Outlet plan to bring in United players for special meet-the-fan sessions.*

Bangkok, 11 June 2008 – Thailand fans of the world's most popular football club will soon have a place they can call their own. Manchester United Food & Beverage Asia Pte Ltd (MUFB Asia) today in conjunction with the Manchester United Barclays Premier League Trophy Tour announced that it has granted a franchise to Venture Group to open Manchester United Restaurant & Bar in the city of Bangkok. The trophy visit will be the fourth stop, after Kuala Lumpur, Jakarta and Singapore, of a 3-week tour of Asian countries to celebrate the Manchester United tenth Premier League crown.

Singapore-based MUFB Asia is a holding company given exclusive rights by Manchester United Football Club to own, operate, franchise and develop a chain of Manchester United Restaurant & Bar concept in the Asia-Pacific region. The company already has two outlets operating in the Indonesian cities of Jakarta and Bandung. The company's licensee in Korea, MUFB Korea, is planning to open its first North Asian outlet in Seoul by end of this year.

Under the agreement, the Venture Group will form a company Manchester United F&B Bangkok Co Ltd to operate and develop the business in Bangkok. The company has secured a site within a new four-star hotel at Sukhumwit 11 Road and is target to launch when the hotel opens its doors in October 2008.

Commenting on the deal, Chief Executive Officer of MUFB Asia, Andy Yun said: "We believe the Manchester United's fans in Thailand has been long waited for this moment where they can come to a place which bring them closer to the Club. We're confident that over time, the Manchester United Restaurant & Bar will become the connecting point between the football club and the 14 million Thailand fans of Manchester United."

Mr Yun added: "Thailand is a football nation. So we believe our restaurants and bars which will be equipped with the latest broadcasting facility will resonate with not only the Man U supporters but all the Thais who love the game."

The planned outlet in Bangkok will feature Manchester United Restaurant & Bar's signature dishes such as the Champion Burger and Fish & Chips as well as Thai and Asian cuisine. Patrons will be able to watch major sporting events and Premier League matches live on a state-of-the-art video wall and enjoy the evening at its outdoor chilled out area with a giant projector screen.

The restaurant and bar will showcase photos and memorabilia of the club from Old Trafford of legendary Red Devils such as Bobby Charlton to present-day stars such as Wayne Rooney and Cristiano Ronaldo. The outlet also plans to bring in United players for special meet-the-fan sessions.

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About Manchester United Food & Beverage Asia

Manchester United Food & Beverage (Asia) Pte Ltd (“MUFB Asia”) is a Singapore holding company awarded the exclusive rights by Manchester United Football Club (“MUFC”) to own, operate, license and develop a chain of Manchester United restaurants & bar concept in Asia Pacific region. Territories include China, Singapore, Malaysia, Brunei, Indonesia, Thailand, Hong Kong, Taiwan, Korea, Japan, India, and the Philippines. These restaurant & bar outlets mark MUFC’s first foray into casual dining business on an international scale. Our goal is to establish Manchester United Restaurant & Bar as a leading operator and licensor of casual dining restaurant and bar in the Asia Pacific Region.

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