



Restaurant • Bar

For Immediate Release

**MANCHESTER UNITED RESTAURANT & BAR
GRAND OPENING BY
SIR BOBBY CHARLTON - MANCHESTER UNITED LEGEND**

Jakarta, 17th January 2006 - Manchester United Food & Beverage (Asia) Pte Ltd (MUFB) is pleased to announce the grand opening of its flagship outlet, Manchester United Restaurant & Bar (MURB), in Jakarta, Indonesia. Located at the heart of the city at Sarinah Thamrin, the outlet spreads over 2 levels and occupies a total gross area of 930 sqm. As this is an important development for Manchester United Football Club (MUFC) in Indonesia, we are pleased to have Sir Bobby Charlton and the Group Marketing Director of MUFC, Mr Peter Draper, to grace this special occasion.

Mr Peter Draper said, "Manchester United is one of the most famous names in world sport with a fan following of over 70 millions.....many of whom live in Asia. We hope that with the opening of MURB in Jakarta, football fans in Indonesia will feel even closer to English football and the Red Devils. We think the enthusiasm for this project in Jakarta speaks volumes for the dynamism of the Indonesian people and their love of football. We're obviously delighted to have such a flagship for the Club in one of the world's fastest growing economies."

"Jakarta was the obvious choice for expanding in this region as we are confident about the prospects of Jakarta, being the capital of Indonesia, and the excellent growth prospects due to the rising affluence of its population. Our restaurant and bar will also present the local and international community here with a brand new experience in sports themed dining and live entertainment", said Mr John Lim, MUFB's Chief Executive.

In the run up to the Grand Opening, MURB have had the opportunity to present a concert by Tetsuo Sakurai - a well known Japanese Jazz musician; the press conference of Cookin' Nanta – a popular performing arts troupe from Korea and also the concert by Agnes Monica – the Britney Spears of Indonesia. For sports lovers, MURB has also become the most preferred venue for every weekend's Nonton Bareng sessions featuring all the exciting league games.

In the next 6 months of 2006, it would be a momentous year for soccer fans worldwide where new Champions will be crowned and new talents will be discovered. To reward and engage our customers during these eventful seasons, MURB is taking this occasion to launch its Nonton Bareng Rewards Program. Customer can exchange one point for every Rp100,000 spent at the restaurant & bar. The more points they collect the more attractive the rewards are. The top rewards include 2 match & hospitality packages to London to watch the Chelsea vs. Manchester United Match live with top local artiste, Ariel of Peter Pan. Customers can also exchange for memorabilia such as jerseys and caps autographed by present and former players.

MURB takes the concept of sports entertainment to a whole new level.

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COMPANY PROFILE

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.

In the latest Jakarta venture, the company’s major local joint venture partner is Mr Tomy Winata of the Artha Graha Group.

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