

MEDIA RELEASE

For Immediate Release

CHARLY T'S FIRST FAST-CASUAL RESTAURANT OPENS IN SINGAPORE

SINGAPORE, 4 December 2009 – Charly T's first fast-casual restaurant opens in Singapore at NOMU, Level 1, 20 Handy Road (beside The Cathay), featuring authentic well-loved home recipes culled from Charly T's exciting travels, his secret sauces and a variety of unique cooking styles.

Charly T's serves up a selection of chicken dishes prepared rotisserie-style, on sticks and skewers, in wraps, soups and salads. Charly T's also features an array of other fresh offerings, with tastes that are authentically local to whichever destination the recipe originates from.

Charly T's signature dishes, complemented with his own secret recipe sauces, include his Famous Rotisserie Chicken, BBQ Chicken Skewers with Kansas City sauce, Casablanca Chicken Wrap, Avocado Dijon Chicken Salad and Slow Simmered Chicken Soup. In addition to chicken, Charly T's also offers a selection of other menu items including Grilled Prawns Mazatlan, Moroccan Salad, Negima Salmon Yakitori, Bratwurst and Sauerkraut Wrap, Roasted Vegetable Wrap and Mazatlan Tuna Salad.

A separate breakfast menu is served daily till 11am, featuring Charly T's Muffins Exotique - muffins encapsulating Charly T's travels around the world, such as his Gunpowder Tea & Pistachio Muffin, as well as his signature savoury/sweet waffles and open-faced omelettes made on the spot. All-day snacks and pastries include Moroccan Pastilles, Latin Empanadas, Charly T's Waffles, Muffins Exotique, and more.

Charly T's dishes have a tantalizing 'home style' taste, thanks much to his 9 secret sauces, including the signature Charly T's Original Sauce that comes in three degrees of spiciness. In addition to a variety of 'soft' beverages, coffee, teas, beers, wines, Charly T's offers his personal selection of invigorating spirited beverages including Charly T's Spicy Bloody Mary, Esmeralda's Margarita, Gunpowder Tea Mojito, special recipe 'shaken' martinis, and the unique fruit-based Charly T's Odysseys.

Charly T's

20 Handy Road, Level 1 NOMU, Singapore 229236
T 65 6336 7789 F 65 6339 5081 W www.charlyts.com

Food Journeys (Singapore) Pte Ltd

50 Cairnhill Road, Singapore 229662 T 65 6737 0700 F 65 6732 1875

Registration Number: 200910512R

Charly T, who is always travelling and curious about different places around the world, their authentic recipes and cooking styles, continues to search and investigate, so that he can share his latest discoveries with his friends upon his return.

At Charly T's, patrons may choose to eat-in, or take-home to their office or home. Patrons may also find something "Just For You"- a special area within the outlet offering Charly T's selected items that will delight guests and their friends and family. Some of these items will include Charly T's special sauces, specially designed Charly T's shirts, as well as unique gift items brought back by Charly T from his travels.

Charly T's is the perfect location for any occasion. Its travel-inspired interiors, featuring elements lifted from the cultures of the many places Charly T has visited – Hamburg, London, Casablanca, Kansas City, and more – provides sufficient intimacy for private discussions while maintaining a casualness that is both welcoming and exciting.

When the sun goes down, Charly T's is the place to wind down during *Charly Time* (Charly T's very own Happy Hours) or catch up with new and old friends over a great casual meal and drinks. On Thursdays, Fridays and Saturdays, Charly T's is open until 2am and often during these late hours a few of Charly T's friends stop by to provide some live saxophone music as background entertainment. Throughout the day, Charly T's video screens also provide a continuous offering of travel and other featured viewings.

With the inviting ambience of fast-casual dining featuring assisted service, visual participation in the preparation of the food right before your eyes, the accompaniment of an ever-changing lifestyle environment, with the option to 'eat in' or take 'home', Charly T's is the place for those who have a penchant for lifestyle, taste and food journeys.

Charly T's was developed and created by Creo Lifestyle for Food Journeys.

Charly T's

20 Handy Road, Level 1 NOMU, Singapore 229236
T 65 6336 7789 F 65 6339 5081 W www.charlyts.com

Food Journeys (Singapore) Pte Ltd

50 Cairnhill Road. Singapore 229662 T 65 6737 0700 F 65 6732 1875

Registration Number: 200910512R

Charly T's
20 Handy Road
NOMU, Level 1 (beside The Cathay)
Singapore 229236

T 6336 7789
W www.charlyts.com

Media Contact
Lin Kuek
Caelan & Sage Pte Ltd

M 9336 5080
T 6297 0636
E lin@caelansage.com

About Food Journeys

As an operator of innovative dining establishments, Food Journeys (Singapore) Pte Ltd believes that the key ingredients needed to deliver a distinctive dining experience are creativity and innovation, service quality and excellence, coupled with professionalism and teamwork. Drawing upon its industry experience in creating and operating F&B based concepts, Food Journeys is well-positioned to deliver unique lifestyle experiences.

About Creo Lifestyle

Creo Lifestyle creates and develops unique and innovative concepts with a core focus in the hospitality and tourism industry. With a dedication to provide a distinctive experience to discerning patrons, Creo Lifestyle harnesses the knowledge and expertise of specialists with more than 30 years international industry experience to deliver the best in creating unique lifestyle environments. For deep at the heart of all its work is the philosophy that the enjoyment of good food within a comfortable setting, like life, is a never-ending journey of exploration and excitement.