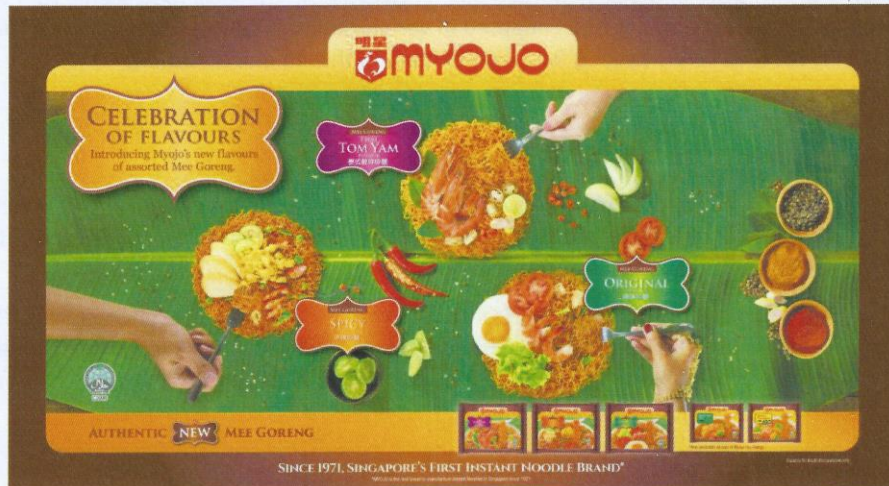




MYOJO GOT MEE GORENG CRAZY!



Singapore's first instant noodle brand introduces new MEE GORENG series for fans who love their dry instant noodles*

SINGAPORE, 6 April 2016 — *Mee Goreng* lovers can now rejoice at the introduction of two new “hot” flavours to Myojo’s Dry Range of instant noodles. Myojo’s dry range of instant noodles has been a category leader in the market for decades. An extension of the popular *Mee Goreng* series, Myojo’s *Mee Goreng* packet noodle series now come in *Original*, *Thai Tom Yam* and *Spicy* variations.

As Singapore’s very first instant noodle brand, Myojo recognises and values the cultural diversity of this unique nation. These newly-launched flavours were borne out of understanding Singaporeans’ love for *mee goreng* and spices. These new flavours are now available for your enjoyment at the comfort of your homes.



Mee Goreng Original

Authentically Southeast Asian, this is for dry instant noodle lovers who prefer the classic *kecap manis* taste of *mee goreng*, an all-time favourite.

Myojo’s *Mee Goreng* is one of the first players in the dry instant noodle market segment and has been a popular choice among generations.



Mee Goreng Thai Tom Yam

Reminiscent of one of the region’s most recognisable flavours, this tangy goodness infused with a whiff of lemongrass will satiate a dual craving for *tom yam* and *mee goreng*.



Thai Tom Yam as a flavour has been Myojo's top seller for decades, attesting to the popularity of this taste in the Singaporean palate. Likewise, in the local food scene, *tom yam* is a well-loved flavour that has been adapted in various kinds of cuisines. *Mee Goreng Thai Tom Yam* is set to satisfy a longing for local Thai fare in this unique rendition.



Mee Goreng Spicy

For *mee goreng* lovers who enjoy their noodles packed with a punch, this spicy and sweet cabbage and *kecap manis* marinade is certain to leave you lusting for more.

Mee Goreng Spicy is inspired from the love of spice among locals. The balance of sweetness and spiciness in this flavour blend in a seamless match to indulge the senses and deliver an intensive taste gradation.

**Myojo is the first brand to manufacture instant noodles in Singapore since 1971.*

Each Myojo Mee Goreng flavour is available at all major supermarkets and hypermarkets at RRP SGD\$2.25 for a bundle of 5 servings.

About MYOJO FOODS SINGAPORE PTE. LTD.

MYOJO FOODS SINGAPORE PTE. LTD. was established in 1970 as the first brand to manufacture instant noodles in Singapore. The launch of its first product, Chicken Tanmen, proved to be a great success and the product continues to be highly sought after by consumers. Today, Myojo has the largest variety of instant noodles in the Singapore market and also exports to various countries all over the world. As of August 2015, NISSIN FOODS SINGAPORE PTE. LTD. oversees the manufacturing, packing and distribution of Myojo's products in Singapore.

About NISSIN FOODS GROUP

NISSIN FOODS GROUP is the global inventor and pioneer of instant noodles in both packet and cup forms. Its founder, Momofuku Ando, created the very first instant noodles in the world in 1958, and it was named "Chicken Ramen". Following this invention, in 1971, Mr. Ando developed the world's first cup-type instant noodles, "CUP NOODLES™", which is currently sold in over 80 countries worldwide. NISSIN FOODS GROUP continues to play a pivotal role in developing cutting-edge technology to further its contribution to the instant noodle industry.



Dry Range

Myojo's Dry Range has something for everyone!



NEW MEE GORENG SERIES

Inspired by Singapore's multi-cultural food scene, each flavour carries a distinct taste profile that is specially catered to the Singapore palate.



Authentically Southeast Asian, this is for dry instant noodle lovers who prefer the classic *kecap manis* taste of *mee goreng*, an all-time favourite.



Inspired by authentic Thai Tom Yam, the marinade is spicy and tangy, complete with a lemongrass fragrance. This will satiate a dual craving for *tom yam* and *mee goreng*.



Mee Goreng Spicy is inspired by the love of spice among locals. The balance of sweetness and spiciness in this flavour blend to deliver an intensive taste gradation.

