



Sirius Venture Consulting Pte Ltd
30 Cecil Street Prudential Tower #15-00
Singapore 049712
Tel: (65) 6232 2742 Fax: (65) 6232 2888
Web: www.sirius.com.sg

PRESS RELEASE

Contact Information:

August Consulting Pte Ltd
Tel: (65) 6733 8873 Fax: (65) 6733 9913
CHIN May Nah – maynah@august.com.sg
Adeline SIM – adeline@august.com.sg

Sirius takes a bite of Superdog

- ***Takes a 45% stake in Singapore's first and only homegrown fast-food restaurant chain***

SINGAPORE – 31 July 2008 – Boutique venture capital and finance advisory firm **Sirius Venture Consulting Pte Ltd** (together with its associated companies, known as “Sirius Group”) has taken a 45% stake in **Superdog Pte Ltd** (“Superdog”), Singapore’s first and only homegrown fast-food restaurant chain operator serving a wide range of hot dogs and burgers.

Run by founder, CEO and Managing Director Mr Edmund Koh, Superdog prides itself as the only fast-food chain in Singapore which serves authentic hand-grilled hot dogs and burgers, made with fresh quality patties, sausages and ingredients that are never frozen.



“The first thing that attracted Sirius to Superdog was the hands-on and can-do spirit that its founder, Edmund, has. Superdog was conceived in a short span of three months – from recipe creation and brand development, right down to store renovation and staff recruitment. So far, Superdog has proven its ability to deliver on its ideas and strategies. We believe that Superdog has the potential to grow to be the ‘McDonalds’ of Singapore, and are excited to be a strategic investor and partner in its venture,” said Mr Eugene Wong, Managing Director of Sirius Group.

“We are pleased to have Sirius as our business partner. They are not only assisting Superdog in our funding needs, but also providing us with invaluable strategic business advice and consultancy. With the additional capital, Superdog will be able to embark on our expansion initiatives more quickly,” said Mr Koh.

Always Fresh, Never Frozen

Delivered daily to its two outlets at VivoCity and Downtown East, Superdog’s beef patties are made from 100% pure premium chuck meat – free of additives, fillers and preservatives. The meats are prepared by local suppliers to ensure freshness, while the vegetables are cut in-house and all orders are only prepared when customers place them. The Company also sources for the best ingredients, such as imported Italian coffee and Australian chocolate for its gourmet beverages.

Aside from fresh quality ingredients, customers are assured of a wide variety of choices including more than 7 varieties of hotdogs, more than 7 types of burgers, 4 side dishes and 14 types of gourmet beverages. Great taste is a given with specially concocted and proprietary recipes such as its signature Chili dog made with 16 secret ingredients.



“Superdog embodies what I believe a fast food restaurant should be – affordable, tasty food made with the freshest ingredients, and all served quickly in a comfortable restaurant environment. We give consumers excellent value, such as our Superburger which is a one-third pounder made with 150-gram fresh beef patties, compared with 45-gram frozen patties that other fast food chains use. Our customers also like the fact that they can customize their burgers, such as adding a fried egg which is a quirky preference of Singaporeans,” explained Mr Koh.

Appetite for Growth

Superdog's flagship 120-seater outlet in Vivo City opened in November 2006, while its second 80-seater outlet opened at Downtown East in mid April this year. Elaborating on the Company's plans moving forward, Mr Koh said, "We think we have a recipe for success and plan to tap the insatiable demand of consumers by opening more outlets in Singapore, and eventually even overseas. By the end of next year, we target to open two more outlets in Singapore."

###

About Sirius Venture Consulting Pte Ltd

Sirius Venture Consulting Pte Ltd (together with its associated companies, known as "Sirius Group") is a boutique venture capital and finance advisory firm, focused on small and medium-sized companies in Singapore and overseas. The Sirius Group has invested in a number of Singapore-based listed and non-listed firms, as well as overseas enterprises.

The Group manages two funds. The ***Sirius SME Growth Partners I Fund*** is a S\$30 million investment fund targeting Singapore-based small and medium enterprises ("SMEs") at the growth and expansion stage. In addition, the Group has a S\$20 million ***Sirius Angel Fund***, in collaboration with SPRING Singapore under the latter's Business Angels Scheme, that invests in high-growth, innovative and early-stage companies.

www.sirius.com.sg

About Superdog Pte Ltd

Superdog Pte Ltd ("Superdog") is a Singapore-based fast-food restaurant chain operator, serving a wide range of authentic hand-grilled hot dogs and burgers, as well as gourmet beverages. It is the only fast-food restaurant chain in Singapore which uses fresh quality meats and ingredients that are never frozen. Superdog currently operates two full-seating restaurants at VivoCity and Downtown East.

www.superdog.com.sg