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FIRST PACIFIC COMPANY LIMITED

第一太平

(Incorporated with limited liability under the laws of Bermuda)
Website: <http://www.firstpacific.com>

(Stock Code: 00142)

OVERSEAS REGULATORY ANNOUNCEMENT

(This overseas regulatory announcement is issued pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.)

Please refer to the attached press release made by PT Indofood CBP Sukses Makmur Tbk (“ICBP”), a subsidiary of PT Indofood Sukses Makmur Tbk, which is a 50.1% owned subsidiary of First Pacific Company Limited, to the Indonesia Stock Exchange, disclosing that ICBP confirms Indomie is in compliance with international food safety guidelines.

Dated this the 11th day of October, 2010

As at the date of this announcement, the board of directors of First Pacific Company Limited comprises the following directors:

Anthoni Salim, *Chairman*
Manuel V. Pangilinan, *Managing Director and CEO*
Edward A. Tortorici
Robert C. Nicholson
Ambassador Albert F. del Rosario
Napoleon L. Nazareno
Professor Edward K.Y. Chen*, *GBS, CBE, JP*

Tedy Djuhar
Ibrahim Risjad
Benny S. Santoso
Graham L. Pickles*
Sir David W.C. Tang*, *KBE*
Jun Tang*

* *Independent Non-executive Directors*

Press Release

For Immediate Release

ICBP CONFIRMS INDOMIE COMPLIANCE WITH INTERNATIONAL FOOD SAFETY GUIDELINES

JAKARTA, 10 October 2010 - Following media reports in Taiwan on the inclusion of the E218 (Methyl P-Hydroxybenzoate) food preservative in Indomie instant noodle products, PT Indofood CBP Sukses Makmur Tbk ("ICBP" or "the Company") would like to clarify that noodle products the Company exports to Taiwan are wholly compliant with the regulations of Taiwan Department of Health Bureau of Food Safety.

The Company believes that the recent reports in the Taiwanese media arose in relation to instant noodle products manufactured by ICBP that were not intended for the Taiwanese market.

ICBP has exported instant noodles products to countries across the world for more than 20 years. ICBP has always taken all necessary actions to ensure that its products comply with food safety regulations in all of its markets.

"ICBP would like to emphasize that its products are wholly compliant with the globally accepted guidelines set out by the CODEX Alimentarius Commission, the international food standards body. We are reviewing the situation in Taiwan, in relation to these reports and will take any action necessary to protect our consumers in this and other countries", said Taufik Wiraatmadja, Director of ICBP.

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About PT Indofood CBP Sukses Makmur Tbk

PT Indofood CBP Sukses Makmur Tbk ("ICBP") is an established and leading packaged food company in Indonesia. ICBP was established from the Consumer Branded Product ("CBP") Group of PT Indofood Sukses Makmur Tbk ("ISM"), a holding company listed on the Indonesian Stock Exchange since 1994. ISM provides total food solutions through its four strategic business groups: consumer branded products (CBP), Bogasari (flour producer), agribusiness, and distribution. Through internal restructuring, all business activities of CBP which involves instant noodles, dairy, food seasonings, snack foods, nutrition and special foods, as well as biscuits which was previously under Bogasari Group, has been transferred from ISM to ICBP, which was established in September 2009. The aforementioned restructuring process was completed in March 2010. ICBP principal brands include a variety of brands of instant noodles (*Indomie*, *Supermi* and *Sarimi*), dairy (*Indomilk*), food seasonings (*Sambal Indofood*, *Sirup Indofood* and *Bumbu Racik*), snack foods (*Chitato* and *Qtela*), as well as nutrition & special foods (*Promina* and *SUN*).

About CODEX

CODEX was established by Food & Agriculture Organization (FAO) and World Health Organization (WHO) as a joint global initiative to develop food standards to protect the health of consumers and to facilitate the Good Practice of International Trade.

A total of 168 national governments including Indonesia, the U.S., China, Japan, France, Germany and UK have agreed to adhere to the standards and guidelines laid down by CODEX Alimentarius Commission.

For further information:

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