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**PRESS RELEASE**

**Bogor, December 18, 2007**

On December 18, 2007 in Botanic Square Bogor, PT Sierad Produce Tbk ("Sierad") *Kemitraan* Division holds "*Mitra Gathering*" program, a meeting for any partners as gathering program between company management and partners or between partners to develop insight and share experiences. This "Grow With Sierad" program is held to create partner loyalty, increase the population by performing expansion and finding new partner, also increase their productivity.

In this program, there are also description about the condition of poultry industry in Indonesia which will face many challenges in 2008, such as the increasing of production cost due to the increasing of food meal price, disease hazard, abnormal climate change, and the cage structure, 90% of all used cages, are still using traditional cage. In addition to the challenges, this industry will face on the decline of chicken price matter due to the weakness of consumption power of consumer and the provincial regulation applying the ban of live chicken shipment across province. However, this Industry still has a chance to develop in the future considering the

level of chicken consumption in Indonesia is still lower than other ASEAN countries, that is Rp 4.5 kg/capita/year, and even the number is lower than our neighboring country, Malaysia, about 38 kg/capita/year. With the prediction of Indonesia's economy growth in the future, it is expected that the demand of chicken meat and egg will also increase, considering both are the cheapest animal protein source and the favorite food in Indonesia to provide the majority population of Moslem.

Therefore, the company expects good and mutual cooperation between partners and the company to increase performance and productivity and decrease cost. Cattle raiser is given advice to improve cage facility, sanitation and bio security, broiler management quality, and perform conversion into closed house system to make the product quality and performance better.

In addition, the company will commit to give better and stable *sapronak*, give optimum service to partners, improve produce process, and assist cattle raiser to have business extension funding with Bank loan.

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