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NEWS RELEASE

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Company Performance 2010 and Target 2011

The Company hereby submits the company's performance in 2010 as follows:

Net Sale in the amount of Rp 3.6 trillion, which increases by 12.5% compared to the Net Sale in 2009 in the amount of Rp 3.2 trillion.

EBITDA in the amount of Rp 190 billion, which increases by 43% compared to the EBITDA in 2009 in the amount of RP 133 billion.

Net Profit in the amount of Rp 61 billion, which increases by 64% compared to the Net Profit in 2009 in the amount of Rp 37 billion.

The achievement of the net profit of the Company exceeds the target that has been previously determined, namely Rp 50 billion. This success is contributed by the efficiency, production development and good raw materials planning. In addition, the increase of the average sale price of the products manufactured in comparison with the previous year also contributes to this achievement.

The Company is committed to continuously improve its performance in the upcoming years. In 2011, the Company has set its targets as follows:

Net sale in the amount of Rp 4.5 trillion which increases in the amount of 25% compared to the net sale in 2010 in the amount of Rp 3.6 trillion.

EBITDA in the amount of Rp 250 billion which increases by 32% compared to the EBITDA in 2010 in the amount of Rp 190 billion.

Net Profit in the amount of Rp 80 billion which increases by 31% compared to the Net Profit in 2010 in the amount of Rp 61 billion.

The company will also resume the construction project of additional facilities in 2011, which has been started in the fourth quarter of 2010, among other things construction of Breeding Farm and Hatchery in the area of Lebak, Banten with the total area of 206 Ha, construction of Chicken Slaughter House in Mojokerto, East Java, construction of Commercial Farm, construction of Belmart / Delibel booth, construction of storage facilities in Balaraja and Sidoarjo with the total investment of ± Rp 800 billion. Those projects are financed with the funds originating from the company's treasury and Bank loan.

Additional Loan Facility from Bank Bukopin

In line with its business expansion, on April 5, 2011, PT Sierad Produce Tbk (“Company”) signed a Credit Agreement with PT Bukopin, Tbk (“Bank Bukopin”) for the Warehouse Receipt Financing in the amount of USD 20.000.000,- granted by Bank Bukopin. This financing facility is the addition of the facility that has been previously obtained in 2010 in the amount of Warehouse Receipt Financing) in the amount of Rp 75 billion. In addition to Bank Bukopin, at present the Company has also obtained financing facility from some other national and international banks. Given the relatively low leverage level, financing through banking sector is the best alternative for the Company to meet its funding requirements.

The Company is optimistic that this addition of loan facility will improve the performance of the Company to be better and may achieve the determined target.

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