



January 25, 2011.

The General Manager
Karachi Stock Exchange (Guarantee) Ltd.
Stock Exchange Building
Stock Exchange Road
Karachi.
Fax: 111-573-329

The Secretary
Lahore Stock Exchange (Guarantee) Ltd.
19, Khayabane Aiwane Iqbal
Lahore-54000
Fax: (042) 111-441-441

The Secretary
Islamabad Stock Exchange (Guarantee) Ltd.
Stock Exchange Building
Blue Area
Islamabad
Fax: (051) 111-473-329

MATERIAL INFORMATION

Dear Sir,

As required by the material information disclosure provisions of the Listing Rules, we would like to inform you that the Company has signed an agreement with Al Safa Halal to purchase its halal food business. This acquisition is subject to obtaining requisite regulatory approvals and Closing of the agreement with the sellers.

The business is based in USA and Canada and deals in supplying a variety of packaged halal foods across N America. The Company will be setting up companies based in USA and Canada to acquire and operate the business. It is expected that the cost of acquisition of the business, inventories, and brand building would initially be in the range of USD 10-15m.

Very truly yours,

RUHAIL MOHAMMED
Director/ Chief Financial Officer