

SINGER®

SINGER PAKISTAN LIMITED

December 31, 2010

The General Manager
Karachi Stock Exchange (Guarantee) Limited
Stock Exchange Building
Stock Exchange Road
KARACHI

Dear Sir,

At the 302nd Meeting of the Board of Directors of Singer Pakistan Limited held on December 31, 2010, the Chief Executive Officer, Mr. Kamal Shah resigned as Chief Executive Officer of the Company effective close of business on 31st December 2010. However, Mr. Kamal Shah will continue as a Director and the Chairman of the Company.

The Board of Directors at this meeting also appointed Mr. S. Aleem Hussain as the Chief Executive Officer of the Company for a period of three years commencing from January 1, 2011. Mr. S. Aleem Hussain has been with the Company since 1993 and has held various positions as a Senior Executive of the Company.

A separate circular, as required under the Law, on the terms and conditions of the appointment of Mr. S. Aleem Hussain as CEO will be issued in due course.

This information is sent as matter of record.

Best regards,

Yours very truly,
For **SINGER PAKISTAN LIMITED**



NASIR HUSSAIN
Company Secretary