

EBM RECOGNIZED AS 'AN INVESTOR IN PEOPLE'

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Karachi, March 10, 2006: The country's leading biscuits manufacturer, English Biscuit Manufacturers (Pvt.) Ltd is recognized as an 'Investor in People' adding to its previous prestigious certifications. EBM is amongst the first organizations in Asia recognized to the International Investor in People Standard. The acclamation was announced at a ceremony held at the Overseas Chamber Of Commerce Karachi.

Every year Investors in People UK, the organization that promotes the National Standard linking people development to the achievement of organizational goals, presents awards to celebrate and encourage good practice in people development. It currently operates in 26 countries around the world. The standard is expressed in 12 indicators of good practice that are based on research as to how leading organizations manage and develop their people.

Commenting on the achievement Mr. Khawar M. Butt, Chairman and CEO of EBM said "We are delighted that our commitment to the development of our people has been recognized. Our development practices allow us to compete on quality rather than price, and there is a particularly strong focus on internal development and job progression within the company, followed by strong team ethics"

Also speaking on the occasion, Ms. Joanna Chief Executive of Investors in People UK said, "The thorough approach to communication, clear objectives, focused training, monitoring and continuous development among the employees, mirror and exemplify Investors in People's principle."