

EBM TO BE EXCLUSIVE SPONSOR OF CHILDREN'S THEATRE BEING SET UP BY TALAT HUSSAIN

Karachi, April 25, 2007: The country's foremost biscuits manufacturer, English Biscuit Manufacturers (EBM) today joined hands with leading arts and entertainment personality Talat Hussain, to launch a permanent children's theatre in the metropolis at a well-attended press conference. To be called the Peek Freans Children's Theatre, the laudable initiative will hold performances every Saturday and Sunday morning at the Arts Theatre of the Karachi Arts Council.



"Theatre is an art form that develops finer sensibilities and lends greatly to the overall learning process of young minds and EBM is delighted to support this wonderful program of Talat Hussain," stated Saadia Naveed, Director Operations of EBM and went on to add: "We believe it is our moral responsibility to promote positive values in society at all levels and at the children's level, theatre can be an excellent medium, providing both education and entertainment or 'edutainment' as it is increasingly being called."

The Peek Freans Children's Theatre will feature a variety of theatrical performances throughout the year, including mime, stage plays by professionals for children and plays by children themselves. All the performances will be developed by Talat Hussain and his team to appeal to young audiences. It is expected that schools in particular will welcome this unique opportunity, which will be also be a much needed addition to the city's arts and culture scene.

The brain behind the Children's Theatre and the head of the Arts Theatre at the Karachi Arts Council, Talat Hussain remarked at the launch press conference that EBM's support had proved to be critical for the project to go ahead. He urged others in the corporate sector to follow this example and support other artistic and cultural activities equally strongly so that the healthy development of society can be assured. "In our case EBM has truly proved to be the legend that leads and I am confident that our collaboration will bear positive results," he said and added: "The basic objective of this project is to present age-appropriate, high-quality theatre for children, families and the community. The Peek Freans Children's Theatre will enhance and reinforce the school curriculum."

English Biscuit Manufacturers (Pvt) Ltd., or EBM, is the country's leading manufacturers of biscuits and cookies. The Company is the only one in the industry to have both the ISO 9001 and HACCP certifications. It provides employment to over

2600 people at its production facilities in Karachi and in Hattar. A solid company with quality products, EBM is well known for its Peak Freans master brand and its Pied Piper – the Legend Leads logo. A socially conscious company, EBM consistently supports various humanitarian causes in the areas of education, healthcare and help for the less privileged.

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