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Pacific Healthcare in JV to Grow Specialist Cosmetic and Wellness Business in India

- **Will replicate flagship Mumbai centre**
- **JV plans to add 5 medical spas in Mumbai and other major Indian cities**
- **Deal successfully exports scalable Singapore model overseas**

Singapore, 15 April 2008 – Mainboard-listed Pacific Healthcare Holdings Ltd (“PacHealth”, “the Group” or “太平保健”), a leading Singapore provider of integrated, multi-disciplinary specialist healthcare services, today announced a joint venture (“JV”) with the Yash Birla Group to expand its specialist cosmetic and wellness centres in India.

The JV, Birla-Pacific MedSpa Pvt Ltd, will use PacHealth’s existing 85%-owned flagship centre in the prime residential-cum-commercial district of Phabhadevi in Mumbai as a springboard for similar cosmetic & wellness services throughout India to cater to the burgeoning numbers of increasingly affluent Indians. Plans have been drawn for 5 more such specialist cosmetic centres and medical spas in Mumbai and other major cities over the next 3 years.

To reflect the emphasis on aesthetics and lifestyle medicine, the new venture will be branded Evolve MedSpa (“Evolve”) which will be officially launched later this week in Mumbai. The partners have committed 125 million Indian Rupees (approximately S\$5 million) to this venture.

The concept of providing specialist medical and dental services in well appointed premises with cutting edge technology and value added patient care services has proven to be a highly successful formula for PacHealth. This venture represents the Group’s latest move in its long-term strategy to export its much after expertise in designing and operating such centres overseas and to enhance its brand name globally by expanding on this extremely scalable model.

To complement its range of offerings, the new centre will also specialise in various anti-ageing therapies, including the management of hormonal changes, nutritional supplements and skincare. Worldwide, such programmes are reaching out to a substantial number of both men and women concerned about the effects of ageing, and PacHealth expects this segment to show strong growth in the coming years.

Dr William Chong (张来良), the CEO of PacHealth said: “Excellence in healthcare isn’t just simply using the latest technology or drugs. It requires attention to the patient’s total mental and social well-being. Our concept is to integrate specialist healthcare with holistic therapeutic solutions. In Yash Birla, we have a like-minded partner whose personal attention has been instrumental in facilitating the project. This joint venture will further extend our presence in India and we are delighted to be able to play a part in the Yash Birla Group’s growth plans.”

Mr Yash Birla, the Chairman of the Yash Birla Group, “Pacific Healthcare is a premier healthcare group with a unique model that combines both medical and wellness services under one roof. Healthcare is a sunrise industry in India where excellence is now the keyword. We are confident this collaboration will meet the growing needs of Indian customers by blending traditional medical services with total wellness programmes.”

PacHealth operates 11 wellness centres in Shenzhen, China. In addition, it has a design and management contract to establish similar centres in Vietnam and Thailand. Its one-stop specialist cosmetic medical & dental centre in Mumbai was opened in September 2007.

About Pacific Healthcare Holdings

Incorporated in 2001 in Singapore, Pacific Healthcare is an integrated healthcare provider offering a comprehensive range of healthcare services, encompassing specialist medical and dental care, and wellness services.

Its Consultancy & Management Division provides advisory and consultancy services in the conceptualisation, planning, design and development of specialist medical centres and hospitals. It also offers healthcare facilities management services.

Pacific Healthcare aims to be the premier healthcare group in both Singapore and Asia, renowned for its dedication to patient care, compassionate approach and medical excellence. Through a team of more than 100 dedicated medical professionals and a wide network of clinics and facilities, it focuses on the total health and well-being of patients. Its core competencies include the fields of cosmetic surgery and aesthetic medicine, obstetrics & gynaecology, cardiology and implant & aesthetic dentistry.

Pacific Healthcare has operations in Singapore, Hong Kong, India and China.

For more information, please visit our website at www.pachealthholdings.com

About Yash Birla Group

The Yash Birla Group, a conglomerate of 14 companies that cover diverse businesses ranging from textiles to engineering, recently ventured into the lifestyle and healthcare sectors as well. It carries the distinguished Birla family name, long associated with philanthropic causes worldwide and the freedom movement that led to the independence of India. Today, the group has five publicly listed companies in India.

For more information, please visit our website at <http://www.yashbirlagroup.com/index.htm>

For more information, please contact:

Alice Scott
Pacific Healthcare Holdings Ltd
Email: ascott@pachealthholdings.com
Office: (65) 6883 6951
HP: (65) 9321 3183

Huang Cui Yan
OakTree Advisers Pte Ltd
Email: cuiyan@oaktreadvisers.com
Office: (65) 6100 1811
Hp: (65) 9764 4034

Nora Cheng of OakTree Advisers Pte Ltd
Email: noracheng@oaktreadvisers.com
Office: (65) 6100 1811
HP: (65) 9634 7450