



FOR IMMEDIATE RELEASE

Press Release from PT Indopoly Swakarsa Industry Tbk

Title: Indopoly Delivers Strong First Half Year Earnings

Jakarta, July 30 2010 - We are delighted to report a strong 2010 first half year financial performance based on unaudited financial statements. Net income was up to Rp 120 billion or a 160.9% improvement against the same corresponding period last year which amounted to Rp 46 billion. This favorable result was supported by an increase in sales volume which was a result of full utilization of the second BOPP line. This line has the capacity of 35,000 Ton p.a. bringing total group production capacity to 80,000 Ton p.a. At the same time, increased in sales is supported by increased in Indopoly's production efficiency. Net profit margin also rose to 15% or increased by 6.5% versus the same period last year at 8.5%.

Revenue during the first six months was Rp 803 billion, a growth of 48.7% versus the same period last year at Rp 540 billion. Main driver of this strong sales growth was the ability to produce and deliver larger volume as a result of the commissioning of our second BOPP line, which came on stream in mid of 2009. Sales quantity delivered and sold reached 37.244 Ton an increase of 62.1% compared to last year.

Gross Profit reached Rp 266 billion or a growth of 112.8% against the same corresponding period at Rp 125 billion. In line with a more efficient production and significant increase in sales volume, Indopoly was able to reap economic of scale resulting in a decline in operating expenses by 4.1% or up to 14.4% against 10.3% of same period position in FY'09.

Operating Profit was positively driven by the company's strong performance. It reached Rp 183 billion from Rp 47 billion same period last year or escalated by 289.4%. Subsequently, operating profit margin also grew 22.8% against 8.7% last year.

Indopoly President Director, Mr. Henry Halim stated, "We will continue to deliver improvement by keeping our focus on the core business strategies that prioritize high quality products, supported by our intensive research and development team as well as a solid after sales service. We will do so, in order to maintain our portfolio of loyal, high-end as well as rapidly growing worldwide customers base." Furthermore he added, "We foresee sustainable growth especially in Asian region, which will continue to add value to our shareholders."

****end of press release****

For further information please visit our website at ilenefilms.com