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Enjoy vitamins in the air with bwL Negative Ionizer

- Best World International Ltd marks another milestone as we launch a Lifestyle Harmony product --- bwL Negative Ionizer
- The negative ionizer that emits over 2 million negative ions with patented cluster ion technology, as certified by Korea KIFA
- Ozone-free, light-weight, portable, stylishly designed

SINGAPORE, 21 March 2006 – Best World International Limited is launching yet another premium Lifestyle Harmony product ---bwL Negative Ionizer is ozone-free and emits only negative ions known to be beneficial to people of all ages.

bwL Negative Ionizer's unique selling points makes it a clear winner in the market. It stands as the market leader in producing the largest amount of negative ions of over 2 million per cc within 5 cm. The patented cluster ion technology allows negative ions to encompass an area as wide as 3 metres. Not only that, bwL Negative Ionizer also comes with certificates of authenticity from KIFA (KOREA INSTITUTE OF FAR INFRARED APPLIED ESTIMATION) attesting to its high emission rate.

Certified to be ozone-free, this new product line is also light and compact with minimal maintenance required. The added attractiveness of this product lies in its low

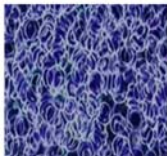


consumption of electricity. Stylishly designed, the bwL Negative Ionizer will complete the look of any home or office.

Alluding to the importance of air, our founder, Dr. Doreen Tan says, “If human beings were to starve for 1 month, we will die. And if we were to deprive ourselves of water for 1 week, we will die of thirst and dehydration. However, if we were cut off air for more than 10 minutes, we will die. And with just 3 minutes without oxygen to the brain, we will become brain dead. As you can see from this simple analogy, air is very important to us. And of course, this will include the quality of the air we breathe in.”

On the benefits of negative ions, Dr. Doreen says, “Urbanisation has definitely led to a marked decrease in negative ions in the air. Through a simple blood test, we can easily testify how the bwL Negative Ionizer help neutralize positive ions and ensure a smoother blood circulation. Research has shown that negative ions can enhances our immunity, alleviates stress and insomnia as well as provides antioxidant effects.”

The Negative Ionizer Experience



Before

being exposed to bwL Negative Ionizer, red blood cells are stuck together in clumps. This results in slow blood circulation and the inefficient delivery of oxygen to different parts of the body. As a result, people tend to feel lethargic, are less alert and have lower concentration levels.



After

With only 30 minutes exposure to bwL Negative Ionizer, the red blood cells separates and the improvement is very visible. The separated red blood cells are more efficient in delivering oxygen to all parts of the body and this improved blood circulation will make us feel more energized and is a great boost to our health and alertness.



For the first time ever in the history of Best World, we are utilizing the star power of Billy for this unique product. The reason for choosing Billy as our bwL Negative Ionizer ambassador is simple. As our Group CEO, Dr. Dora Hoan puts it, “Billy is the ideal health icon. Not only that, Billy has a deep understanding of negative ions and has testified to the effectiveness of the product himself. Through his persuasive and authoritative persona, we would like to reach out to more people and we hope that every household will have at least one set of the bwL Negative Ionizer, the same way each household has at least one PC and a television set.”

“ Last year, oprimax , our weight management range enjoyed a successful launch which generated 8.6% of our annual Group turnover 2005. This year, with the launch of this new category of Lifestyle Harmony product, bwL Negative Ionizer, we can expect to generate at least 10% turnover at the end of year.”

“We aim to make bwL Negative Ionizer a household name in the neighbouring countries like Malaysia, Thailand, Indonesia, Vietnam, Hong Kong and Taiwan.” Dr. Dora Hoan added.

bwL Negative Ionizer is exclusively distributed within the region by bwL, a subsidiary of BWI (Best World International Ltd). Our branches are located at the following areas:

Best World Lifestyle Pte Ltd

480, Lorong 6 Toa Payoh,
#15-00, HDB HUB East Wing
Singapore 310480
Tel: (65) 6342 0888

Ang Mo Kio Branch

Blk 726 Ang Mo Kio
Ave 6 #01-4150
Singapore 560726
Tel: (65) 6459 7288

Bugis Branch

Golden Landmark,
390 Victoria Street, #03-28,
Singapore 188061
Tel: (65) 6348 9949

Jurong East Branch

Blk 353, #01-105
Jurong East St 31
Singapore 640353
Tel: (65) 6560 8884

Features of bwl Negative Ionizer

Emission Rate & Ozone-free

- 3 metres* – More than 100,000 negative ions/cc produced
- 15 cm – More than 1 million negative ions/cc produced
- 5 cm** – More than 2 million negative ions/cc produced
- Ozone emission*** = 0 (at all distances)

Cluster ion technology

allows negative ions to be emitted even up to 3 metres#.

Low consumption of electricity.

Convenient and minimal maintenance required.

Detachable cartridge for easy replacement every 6 – 9 months+.

*The unique cluster ion technology allows negative ions to be emitted even up to 3 metres as certified by Korea Testing & Research Institute for Chemical Industry & Korea Institute of Far Infrared Applied Estimation (KIFA).

**The bwl Negative Ionizer is certified by Korea Far Infrared Association (KIFA) to emit more than 2 million negative ions at a distance of 5cm.

***Certified by Korea Testing & Research Institute for Chemical Industry (KOTRIC).

Certified by Korea Testing & Research Institute for Chemical Industry & Korea Institute of Far Infrared Applied Estimation (KIFA).

+ Dependent upon usage conditions.

Specifications:	
Model No.	EOS 204
Size (mm)	H315 x W215 x D120 (mm)
Weight (kg)	1.4 kg
Negative Ions Coverage Area (m ²)	26m ²
Ion Emission/cc:	At 5cm: 2,001,000 ion/cc At 15cm: 1,065,000 ion/cc; At 3m:104,200 ion/cc
Power Supply (voltage/Hz)	AC 100~240V/50-60Hz
Power Consumption (W)	High mode: 8W Medium mode: 7.5W Sleep mode: 6W
Air Flow Volume (m ³ /hr)	High mode: 21 m ³ /hr Medium mode: 16 m ³ /hr Sleep mode: 11 m ³ /hr
Noise Level (dB)	High mode: 34dB Medium mode: 31dB Sleep mode: 28dB

Made in Korea.

About Best World International Limited

Listed on SGX-SESDAQ on 8 July 2004, Best World International Limited is a health and lifestyle company specializing in the development and direct distribution of more than 100 cosmetics, skin care, nutritional supplements, personal care products and healthcare equipment under its proprietary brands – bwL, Avance, DR’s Secret and DRs Seager. In addition, Best World also exclusively distributes a third-party brand of cosmetics and skin care products, C’bon.

As one of the pioneers and a key player in Singapore’s direct selling industry, the Group has established a network of almost 74,000 active members in Singapore and Malaysia under its direct selling programme, Enterprise Network Programme (ENP), as of 28 February 2006.

Over the past 16 years, the Group has also expanded its distribution channels to include retail and export. In Singapore, its nutritional supplements under the Avance brand is retailed at pharmacies and chain stores such as Watsons, Guardian, Alexandra Hospital and other independent pharmacies. In addition, the Group also exports its products to Malaysia, Thailand, Taiwan, Hong Kong and the PRC.

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