

Best World International Ltd

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Media Release - Immediate

Best World Emerge as Overall Winner in Singapore Prestige Brand Award

- CitiBusiness Regional Brands

Singapore, 11 December 2009 - Mainboard-listed Best World International Limited, (“Best World” or the “Group”), a health and wellness product company which markets its products through its proprietary direct selling channel, beat out strong contenders, V-Kool, Crystal Jade, Powerplus and Bee Cheng Hiang to emerged as one of the overall winners of the Singapore Prestige Brand Award (“SPBA”), in the CitiBusiness Regional Brand category.



Dr Dora Hoan, Group CEO commented, “BWL, our direct selling brand continues to expand in Asia Pacific, despite challenging times to offer consumers with health and beauty products. 19 years ago, Best World was founded with a simple vision of providing the best quality products to enhance people’s lives. We remain committed to use the same kind of thoughtfulness and created a portfolio of brands capable of reaching across multiple countries and lifestyle categories.”

Dr Doreen Tan, Chairman of Best World further commented, “As we move into our 20th year in business, we will be leveraging on our resources and core competencies in product, marketing, and operations to drive consistent growth and profitability.”

Jointly organized by the Association of Small & Medium Enterprises (ASME) and Lianhe Zaobao, the Singapore Prestige Brand Award is a premier brand award that recognises local and regional brands who have achieved outstanding performance in branding. Best World is privileged to be the only direct selling brand winner this year as it is recognised for its consistent brand management and implementation, manifested in its strong brand loyalty and sterling brand performance.

THE END

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About Best World International Limited

Mainboard listed Best World International Limited is a health and lifestyle product company which specializes in the distribution of its products via proprietary regional direct selling network.

Leveraging on its success in Singapore, Best World has since established its presence in over 20 countries and established markets in Malaysia, Indonesia, Vietnam, Thailand, Taiwan, Brunei, Australia, Cambodia, Hong Kong and China.

Best World’s focus on strategic brand management continues to inspire consumer demands and securing future earnings for the business. It’s portfolio of award winning brands of skincare, health supplements and lifestyle products includes DR’s Secret, Avance UberAir, Optrimax, Miraglo, Penta Lab and BWL.

For more information, visit Best World’s corporate website at www.bestworld.com.sg.



Issued for and on behalf of Best World International Limited

Best World International Ltd

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