

## NEWS RELEASE

### **OSIM Expands Network in Middle East**

Retail presence in key Mid-East markets by end 2007

Singapore, 12th July 2007 – OSIM International Ltd (OSIM) is pleased to announce the appointment of new franchisees in Kuwait and Iran and an exclusive distributor in Oman. They are established businesses with the resources, infrastructure and management talent to grow the OSIM network in their respective territories.

The Master Franchisee in Kuwait, Ali Alghanim & Sons is one of the largest companies in Kuwait, with interests in electronic retailing, premium automotive dealerships, banking and telecommunications. The Master Franchisee in Iran is Tunturi Center Shop, a leading fitness equipment retailer. The Distributor in Oman is Oman International Electronics and Trading Co LLC, a member of the OHI Group of companies - one of the largest and renowned groups operating in the Sultanate of Oman.

Expansion into these three new markets, along with deeper penetration into existing markets such as Saudi Arabia, the United Arab Emirates and Bahrain, OSIM's Middle East strategy will begin to gain momentum.

“By the end of 2007, OSIM will have retail presence in almost all the key markets in the Middle East,” said Mr Lee Hann Yang, OSIM Head of International Franchise, “We are bullish on the middle east region as there is tremendous demand for OSIM products due to the international awareness of the brand.”

Along with the new stores opening this year in the new markets - two in Kuwait city and three in Iran – OSIM is targeting a total of 100 stores in the Middle East over the next five years.

This development is not expected to have any material impact on the earnings per share and the net tangible assets per share of the Group for the financial year ending 31 December 2007.

**OSIM International Ltd**

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**About OSIM International Ltd (Reg No: 198304191N)**

SGX mainboard-listed OSIM is a global leader in branded healthy lifestyle products. Established in 1980, OSIM is a brand management and niche marketing company with a focus on the consumer.

The Group is innovation-driven and is an IP (intellectual property) developer. OSIM uses innovative selling approaches and constantly enhances its innovation capabilities to produce successful products with superior designs, features and quality. As an IP developer, OSIM controls its brands, designs, technologies and concepts.

Its business currently comes under four complementary focuses - Health, Hygiene, Nutrition and Fitness. Each focus carries the fundamental theme of well-being, lifestyle and positive attitude. Together, they reflect OSIM's holistic and integrated approach to healthy lifestyle.

Today, OSIM operates a wide point-of-sales network with more than 1,100 outlets in more than 360 cities across 30 countries in Asia, Australia, Africa, the Middle East, United Kingdom and North America.

**OSIM Global Network:**

Australia • Bahrain • Brunei • Cambodia • Canada • China • Hong Kong • India • Indonesia • Iran • Ireland • Italy • Kuwait • Macau • Malaysia • Myanmar • Oman • Pakistan • Philippines • Saudi Arabia • Singapore • South Africa • South Korea • Spain • Taiwan • Thailand • UAE • UK • USA • Vietnam

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