



For immediate release

## **Eu Yan Sang launches Wisconsin American Ginseng in Singapore**

- *Major collaboration between Eu Yan Sang and the Wisconsin American Ginseng industry*
- *Breakthrough assurance of quality of Wisconsin American Ginseng for all Singapore consumers*

**Singapore, 12 September 2007** – Bringing together the best of East and West for local consumers, Eu Yan Sang (Singapore) Pte Ltd today launched the Wisconsin American Ginseng in Singapore. This partnership marks the establishment of a major cross-border collaboration between Eu Yan Sang and the Wisconsin American Ginseng industry. With this launch, Eu Yan Sang assures Singapore consumers of the quality of Wisconsin American Ginseng.

On a global level, Eu Yan Sang has been awarded the exclusive worldwide distributorship rights by the Wisconsin Ginseng & Herb Cooperative (GHC) and granted the sole right to use the Wisconsin Ginseng Seal® by the Ginseng Board of Wisconsin (GBW).

“We are very excited about this collaboration. With Eu Yan Sang’s brand reputation to deliver the utmost quality of our products, we bring more assurance to consumers when they purchase our Wisconsin American Ginseng products that carry the Wisconsin Ginseng Seal®.

Underlying this is our principle of harnessing the benefits of nature and science to maximise credibility and acceptance of Traditional Chinese Medicine (TCM),” said Mr. Richard Eu, Group Chief Executive Officer of Eu Yan Sang.

The ginseng growers registered with the Wisconsin Ginseng & Herbs Cooperative, the official body that awards the Wisconsin Ginseng Seal®, have an aggregate output representing about 80% of the Wisconsin State’s total ginseng output.

Mr. Joe Heil, President of Ginseng Board of Wisconsin, remarked, “This collaboration is exceptional in combining our strengths: the superior farming techniques and product quality of Wisconsin growers, and Eu Yan Sang’s brand recognition, distribution networks and efforts to enhance the quality and scientific validation of the world’s finest ginseng. Additionally, the Wisconsin Ginseng Seal® provides consumers with a simple, convenient method of identifying high-quality Wisconsin Ginseng at the point-of-purchase.”

All Wisconsin American Ginseng available from Eu Yan Sang are grown in clean, mineral-rich soil in Wisconsin, U.S., under compliance of strict standards set by the GBW. They are also quality-controlled by the GBW and graded according to standards set by the U.S. Department of Agriculture.

Furthermore, Eu Yan Sang laboratories specially developed chromatographic ‘fingerprints’ of the Wisconsin American Ginseng to help build objective herb data to establish actual medicinal values, for the benefit of all consumers. In March 2007, Eu Yan Sang launched new quality assurance and processing facilities in Hong Kong, specifically for the fingerprinting and testing of Wisconsin-grown American ginseng.

Eu Yan Sang expects revenue in the first year arising from the distributorship of Wisconsin American Ginseng to be in excess of S\$10 million, with the potential to grow to more than S\$40 million within the next 3 to 5 years.

Mr Richard Eu added, “Wisconsin-grown ginseng is highly valued in Asia and the exclusive distributorship of officially-recognised Wisconsin ginseng helps us fulfill our company mission and validate our role as a global healthcare leader. We also aim to continue dispensing effective and quality TCM and herbs to care for mankind.”

All Eu Yan Sang Wisconsin American Ginseng products will carry the Wisconsin Ginseng Seal®, along with a Certificate of Quality within each product. Eu Yan Sang Wisconsin American Ginseng are presented in three grades – Prestige, Premium and Golden – and retailing at Eu Yan Sang outlets and Eu Yan Sang’s authorised dealers island wide. Other Eu Yan Sang Wisconsin American Ginseng products available are the Wisconsin American Ginseng slices and Wisconsin American Ginseng Tea Bag packs.

For more information about Eu Yan Sang (Singapore), please visit [www.euyansang.com.sg](http://www.euyansang.com.sg)

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#### **About Eu Yan Sang Group**

Listed on the Singapore Exchange, Eu Yan Sang International Limited (Eu Yan Sang) is a progressive, global, healthcare company with its core focus in Traditional Chinese Medicine (TCM).

The Group has come a long way from its humble beginnings offering TCM remedies to tin mine coolies in Gopeng, Perak, Malaysia 128 years ago. Today Eu Yan Sang is a household name in Asia with an unrivalled reputation as the leader in the TCM industry.

Eu Yan Sang’s ability to control the total supply chain – from the sourcing of its raw materials to the production and distribution of its products and the provision of treatments gives the Group an excellent competitive edge in the industry.

Eu Yan Sang strives to broaden its appeal by monitoring changing consumer trends and needs, investing in new business ideas, engaging in research and development with strategic partnerships and expanding its distribution network.

The Group markets fine quality Chinese herbs, Chinese Proprietary Medicines as well as health foods and supplements. It currently offers more than 280 products under the Eu Yan Sang brand name and over 1,000 different types of Chinese herbs and other medicinal products. In December 2006, the company signed an exclusive worldwide distributorship agreement with the Wisconsin Ginseng & Herb Co-op.

Manufacturing activities are carried out in two of its GMP (Good Manufacturing Practice) – certified factories located in Hong Kong and Malaysia. The Hong Kong facility in Yuen Long, has also received the TGA (Therapeutic goods Administration) – certification from Australia.

Eu Yan Sang has an extensive distribution network comprising 125 Eu Yan Sang branded retail outlets in Hong Kong, Macau, Guangzhou, Malaysia and Singapore. Eu Yan Sang products are available in drugstores, pharmacies, medical halls, supermarkets, convenience stores, hospitals, health clubs and spas worldwide. Its cybershop at [www.euyansang.com.sg](http://www.euyansang.com.sg) offers global customers the ease and convenience of shopping online.

The Group also operates a chain of 23 TCM clinics in Singapore, Malaysia and Australia; 17 TCM clinics in Singapore and Malaysia; three specialist TCM clinics in Singapore; and three “YourHealth” integrative medicine centres (IMCs) in Australia. The specialist TCM clinics and the IMCs combine the best practices of conventional medicine, TCM and natural therapies to provide consumers with holistic healthcare.

#### **About the Ginseng Board of Wisconsin**

The Ginseng Board of Wisconsin (GBW) was established in 1986 as a non-profit making organization representing Wisconsin Ginseng growers. The mission of the GBW is to represent Wisconsin Ginseng producers as the worldwide leader of the American Ginseng industry, committed to the advertising, promotion and sale of Wisconsin Ginseng, the purest ginseng in the world.

The GBW is managed by an elected board of seven Ginseng growers, which functions under a marketing order managed by the Wisconsin Department of Agriculture Trade & Consumer Protection.

The GBW is the administrator of the Wisconsin Ginseng Seal® Program, which was developed in 1991 to protect the integrity of Wisconsin Ginseng products. Packaged products bearing the official Wisconsin Seal must contain 100 percent pure Wisconsin Ginseng, grown and harvested in Wisconsin to the exacting standards established by the US Food and Drug Administration.

For more information, please visit [www.ginsengboard.com](http://www.ginsengboard.com).

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