



BEST WORLD INTERNATIONAL LIMITED
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Registration No. SG199006030Z

MEDIA RELEASE – FOR IMMEDIATE RELEASE

Best World Takes Initial Steps into China

Singapore, 8 February 2007 – Best World International Limited, (“Best World” or the “Group”), a health & lifestyle product company in the direct selling channel specializing in more than 100 products, today announced it has taken the initiatives to establish its first Regional Centre in the People’s Republic of China (“PRC”). The Regional Centre is expected to be fully operational within the fiscal year of 2007.

The Group is currently in preparation of setting up its PRC subsidiary. The HQ office would be established in the city of Changsha (“长沙”) in the Hunan province. More details would be announced later.

Best World is in the mist of setting up a team with vast experience in the management of distribution outlets in China, which are similar to the Group’s Lifestyle Centers in the region.

“The economic growth of the PRC market has been phenomenon in the past few years and all indicators point to a robust year ahead. The management sees immense potential in the PRC market for our products. We believe PRC would be an important market in our Asian expansion strategy.”

Dr Dora Hoan
Chief Executive Officer of Best World

The End



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About Best World International Limited

Best World International is a health and lifestyle product company, which specializes in the distribution of their products through their direct selling channel.

Through better understanding of consumer needs and driving product innovation specifically designed to address market demand, Best World has since develop many preferred brands like DR Secret, Optrimax, Avance and bwL.

Leveraging on its success in Singapore, Best World has established a presence in Malaysia, Indonesia, Vietnam, Thailand, Taiwan, Brunei and Hong Kong.

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

Issued for and on behalf of Best World International Limited

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