

Press Release
For immediate release

**Eu Yan Sang Appoints Prince of Peace To Be
The Exclusive Sub-Distributor of
Wisconsin Ginseng in USA**

Hayward, CA (Sept 20, 2007) – Prince of Peace Enterprises, Inc. (“Prince of Peace”) and Eu Yan Sang International Ltd. (“Eu Yan Sang”) today signed an agreement to appoint Prince of Peace to be the US Exclusive Sub-Distributor for Wisconsin-grown American ginseng. This partnership marks an important step in assuring US consumers obtain authentic, quality Wisconsin American ginseng.

The appointment of Prince of Peace as the exclusive US Sub-distributor for this priced herb empowers Eu Yan Sang to effectively maximize the distribution of Wisconsin American ginseng in the US market which is a key market due to its large Asian community.

Eu Yan Sang, a 128-year-old Traditional Chinese Medicine (TCM) company, headquartered in Singapore, has been awarded the exclusive worldwide distributorship rights by the Wisconsin Ginseng & Herb Cooperation (GHC) and granted the sole right to use the Wisconsin Ginseng Seal by the Ginseng Board of Wisconsin (GBW) last December.

Under the new partnership, Prince of Peace is authorized the usage of the well recognized GBW Seal on all of its Wisconsin American ginseng products. This Seal provides consumers with simple, convenient method of identifying high-quality Wisconsin ginseng at the point-of-purchase.

Established in 1985, selling only 100% pure Wisconsin-grown American ginseng, Prince of Peace has been the best selling brand for American ginseng in USA for over 20 consecutive years. With 3 offices and well equipped warehouses located in the San Francisco Bay Area, New York and Los Angeles, Prince of Peace operates the best US distribution network in the TCM, Health Food and Asian Grocery industries. Prince of Peace is determined to work closely with wholesalers and retailers throughout the US to provide consumers the Wisconsin ginseng with quality assurance.

“We are very excited about this collaboration. Eu Yan Sang expects US market to be one of the fastest-growing American ginseng markets, as about half of our Wisconsin ginseng will be sold in the US. With Prince of Peace on board, we expect our ginseng revenues to more than double in the next 3 to 5 years.” said Mr. Richard Eu, Eu Yan Sang Group CEO.

Mr. Kenneth Yeung, President of Prince of Peace, also remarked, “We are delighted to have the opportunity to work with Eu Yan Sang. I believe this partnership is mutually beneficial. We are the leading brand in the US American ginseng market and have an extensive distribution network. Eu Yan Sang brings along modern chromatographic “fingerprinting” and testing technology of Wisconsin-grown American ginseng, assuring the quality of American ginseng.”

The Wisconsin American Ginseng US Exclusive Sub-Distributorship Contract signing ceremony was officiated today by Mr. Kenneth Yeung, Mr. Richard Eu, Mr. Glenn Heier, Vice President of GHC and Mr. Joe Heil, President of GBW.

“There’s been so much contaminated ginseng coming into the market and so much fakery out there,” said Glenn Heier, Vice President of the GHC. “We wanted to make sure that consumers are able to obtain true Wisconsin ginseng. The new partnership of Eu Yan Sang and Prince of Peace will eliminate some of the competition from mislabeled ginseng falsely marketed as “Wisconsin-grown”. We will vigorously police the market and help our distributors promote Wisconsin ginseng”.

Mr. Joe Heil, President of GBW added, “We believe this is a great opportunity for the industry. We’ve found two reputable long-established firms that have a good reputation for product quality. Consumers have to look for the GBW seal for quality assurance”.

American Ginseng (*Panax quinquefolium* L.) is best known for its nourishing and health benefits. Wisconsin American Ginseng has a comparatively higher concentration of active ingredients known as triterpene saponium (eg ginsenoside).

About Eu Yan Sang

Listed on the Singapore Exchange, Eu Yan Sang International Limited is a global healthcare company with a core focus on TCM. It has an extensive distribution network of over 120 Eu Yan Sang branded retail outlets in Hong Kong, Malaysia and Singapore. Today Eu Yan Sang is a household name in Asia with an unrivaled reputation as the leader in the TCM industry.

About Prince of Peace

Prince of Peace is a leader in the importation and distribution of Gourmet Confections, Organic Tea and Natural Health Care products. Besides its top selling POP American Ginseng brand, it is the distributor for some internationally acclaimed brands such as Tiger Balm, Seirogan, Po Chai Pills, Yunnan Baiyao, Ricola, Ferrero, Delacre, Almond Roca, Lindt Chocolate, Loacker and Jelly Belly. The company has more than 200 staff members and branch offices in San Francisco, Los Angeles, New York, Hong Kong, Macau, Beijing, Tianjin, Shanghai, Guangzhou, and Kuala Lumpur.

About Ginseng Board of Wisconsin

Ginseng Board of Wisconsin is a nonprofit organization that operates under a state market order. It requires all members of the Wisconsin ginseng industry to contribute a percentage of their sales to a marketing fund. The GBW is responsible for using those funds to develop new market channels for Wisconsin ginseng and its products. It also supports plant pathology research, and provides North American ginseng products for medical research studies aimed at identifying the therapeutic benefits of using Wisconsin ginseng.

About Wisconsin Ginseng & Herb Cooperation

The Wisconsin Ginseng & Herb Cooperation was created through the GBW for the purpose of selling pure Wisconsin ginseng throughout the world. All Wisconsin ginseng farmers are eligible to sell their ginseng through the GHC. The ginseng growers registered with GHC have an aggregate output representing about 80% of the Wisconsin State’s total ginseng output.

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