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MEDIA RELEASE – FOR IMMEDIATE RELEASE

Best World secures Halal-food certification to further penetrate Brunei, Malaysian and Indonesian markets

- **Awarded by Islamic Food and Nutrition Council of America**

Singapore – 23 October 2006 – Mainboard-listed Best World International Limited, (“Best World” or the “Group”), a health and lifestyle product company which specializes in the distribution of its products through its direct selling channel, has obtained Halal-food certification from the Islamic Food and Nutrition Council of America (“IFANCA”) for its range of health supplements. This will enable the Group to further penetrate its mainstay Malaysian market, while aiding its expansion into newer markets such as Indonesia and Brunei. Best World has established a presence in Malaysia since 2003 and in Indonesia since 2005. The Group has ventured into Brunei in the first half of this year.

IFANCA is the leading Halal-food certification organization in North America and serves as an endorsement for Muslim consumers to make informed choices. Most of the Group’s top selling Health Supplements like the Super EPA 2000, PhosChol, Black Currant Seed Oil and Super One A Day - have already been certified as Halal. The Group is also in the process of applying Halal certification for its skincare products.

Dr Dora Hoan, Group CEO of Best World said, “We believe that obtaining Halal certification is a significant step towards increasing our market share in terms of the dominant Muslim communities in Malaysia, Indonesia and Brunei. Our operation in Malaysia is already growing significantly and the certification will help to further enhance our progress.”

Mr Huang Banchin, Executive Director of Best World added, "The prospects for the direct selling industry in this region are very promising. To illustrate, direct selling is the main channel of distribution for vitamins and dietary supplements in Malaysia from 2000-2005¹ while in Indonesia, sales of such products are expected to grow at a robust Compounded Annual

¹ Euromonitor “Vitamins and Dietary Supplements Sales in Malaysia”, July 2006



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Growth Rate of 8.6% to 2009² as well. Our regional expansion plans will enable us to ride on this wave of growth effectively.”

Best World’s latest HY06 (for the six months ending 30th June 2006) results saw Malaysian sales growing 53.1% to S\$16.0 million, representing a 45.5% contribution to the Group’s overall revenue. The Malaysian market continues to exhibit strong growth momentum, with the launch of the Group’s first Malaysian Regional Center (“RC”) in Kuala Lumpur in March 2005 and the second Regional Center in Johor Bahru in April 2006. Membership numbers in Malaysia has gone up in tandem, increasing by 25.6% since the end of 2005 to 35,617 as of HY06.

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About Best World International Limited

Best World International Limited is a company specializing in the development and distribution of quality health and lifestyle products for its regional direct selling members.

Through better understanding of consumer needs and driving product innovation specifically designed to address market demand, Best World has since developed many preferred brands like DR’s Secret, Drs Seager, Optrimax, Avance, bwL, health supplements and equipments.

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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² Euromonitor “Indonesian Market for Vitamins and Dietary Supplements”, January 2006