

MEDIA RELEASE -- FOR IMMEDIATE RELEASE

Best World's Negative Ionizer Offers Comfort from Haze

Singapore, 17 October 2006 – Best World International Limited, (“Best World” or the “Group”), a company specializing in the development and distribution of quality health and lifestyle products for its regional direct selling members has increased its marketing efforts to educate consumers about the benefits of negative ions, especially in view of the current hazy environment.



Being compact in size and light in weight, the BWL Negative Ionizer is elegantly designed to be placed either at home or in the office. The innovative technology behind the BWL Negative Ionizer is in its ability to emit over 2 million negative ions at distance of 10 centimeters and 105,000 negative ions at a 3.2 meter distance, as tested by the Korea Institute of Far Infrared Association. This emission rate is considerably higher when compared to most conventional air purifiers currently available in the market today. It has also been verified by Korean Testing & Research Institute for Chemical Testing (KOTRIC) to be ozone free.

Negative ionizer helps alleviate discomfort from haze

Air quality in Singapore began to deteriorate on the night of 5 Oct 2006, with the PSI reaching 150 by the following night. The air quality is considered to be unhealthy once the PSI exceeds 100 and recently hit a high of 98 again on 15 Oct 2006.

Singapore's Ministry of Health subsequently urged people with pre-existing heart and respiratory problems, such as asthma, to stay indoors and not over-exert themselves.



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Dr Doreen Tan, Chairman of Best World said, “Living in a modern city like Singapore, our people are constantly exposed to polluted urban air which leads to an abundance of positive ions. The current haze has also caused much discomfort to Singaporeans. Already, polyclinics and private doctors have reported an increase in the number of people falling ill from the bad air or haze-related problems such as coughs, asthma attacks and eye irritation¹.”

“Having the benefits of negative ions at home has been known to remove and kill airborne bacteria and viruses², thereby enabling us to combat and reduce the discomfort caused by the current haze,” she concluded.

Studies from the United States of America and Japan have shown that negative ions will improve the condition of asthma patients³.

Free Demonstration Workshops

To inform the public about the benefits of the Negative Ionizer, Best World frequently hosts workshops in its HQ premises at Level 15 East Wing Toa Payoh HDB Hub. Members of the public can contact BWL hotline at (65) 6342 0888 or visit <http://www.bwl.com.sg> for more information on the Negative Ionizer.

The End



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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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¹ Channel NewsAsia, October 8 2006, Doctors see an increase in patients with haze-related symptoms

² Krueger, A.P., The Action of Air Ions on Bacteria, Journal of General Physiology. Berkeley: University of California, 1957.

³ I.Kornblueh, Ph.D, Improving the condition of asthma patient, Philadelphia, North-eastern Hospital, 1959.