

Best World opens 2nd Regional Centre in Malaysia to support robust demand

- ***Expects Malaysian market to continue to grow strongly***
- ***Membership up by 11% in first Quarter***

Singapore, 26 April 2006 – Best World International Limited, (“Best World” or the “Group”), a regional health & lifestyle product company specializing in direct selling of more than 100 products is please to announce the opening of a new three-storey, 4,500 square feet Regional Centre (“RC”) in Johor Bahru. The second RC for Malaysia is a timely development in tandem with our Group’s rapid expansion of the Malaysia operations, with the first being the Kuala Lumpur RC opened in March 2005.



Front of Best World's Johor Bahru Regional Centre

Dr Dora Hoan, Group Chief Executive Officer of Best World commented, “The opening of the Johor Bahru RC will enhance our Group’s capability to better provide support to the 12 Lifestyle Centres (LCs) in and around the state of Johor Bahru, thus providing an even stronger impetus for the continued growth of our Malaysian market.”

For FY2005 (period ending 31st December 2005), the Group’s sales from Malaysia surpassed Singapore to become the top geographical contributor, registering a 114.6% increase to \$23.0 million and accounting for 41.7% of the Group’s total revenue. While the Group expects continual growth for the Singapore market, Malaysia is expected to retain its top spot with this new RC.

When asked to comment on the Group’s outlook for FY06, Dr Hoan expressed optimism, “In the first quarter of 2006, two of our key growth parameters have shown good progress – the launch of the bwL Negative Ionizer and the growth of our membership base from 68,577 at the end of FY2005 to 76,780 as of March 31 2006. We expect our growth momentum to continue for the rest of FY2006.”

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About Best World International Limited

Listed on SGX SESDAQ in July 2004, 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, Oprimax, Avance and bwL.

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

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

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