

Press Release – For Immediate Release

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Grand Finals of DR's Secret SuperStar 2007

Singapore, 1 August 2007 - Best World Lifestyle Pte Ltd (bwL), a health and lifestyle products company specializing in the direct selling of more than 100 products, held **DR's Secret SuperStar Grand Finals** at Swissotel The Stamford on 29 July 2007.

The event celebrated the remarkable transformation enjoyed by users of the revolutionary DR's Secret skincare range since its launch in Singapore 7 years ago. After months of selection, ten DR's Secret SuperStar contestants vied for the top honour before a crowd of about 700 people at the Grand Finals.

Eventually, Ms Khoo Bee Lian, 29, was crowned DR's Secret SuperStar 07, Ms Chin Fui Lin, 45, took home the 1st runner up prize and 2nd runner up position went to Ms Goh Hui Ching, 28. A Hot Favourite subsidiary award was given to Ms Joyce Tan, 33, based on popular vote.

Ms Khoo, whose pimples and whiteheads were vastly reduced since using DR's Secret, said, "I'm really ecstatic to be named champion and deeply grateful for DR's Secret. Besides giving me smooth, radiant and more luminous looking skin, I was given an opportunity to confidently stand before all at this event to share my experiences."

The winners walked away with S\$5000, \$3000 and \$2000 cash prizes respectively and a DR's Secret hamper each. 40% of the results came from the public's votes and the remaining 60% were decided by 5 internal and external judges, including bwL founders, Dr. Dora Hoan and Dr. Doreen Tan.

Showcasing Beauty Transformations

Dr. Doreen Tan commented, "This event was a roaring success primarily because the contestants and everyone involved were deeply passionate about DR's Secret and were keen to spread word on its amazing benefits. We hope that DR's Secret SuperStar has effectively showcased the amazing beauty transformations users get to experience."

Dr. Dora Hoan added, "It is our wish that this event, conceptualized and executed in the Singapore Headquarters, can be adapted on a regional scale as well. The advertising campaign, contestant selection drive and other event management strategies will serve as a model template for Best World Lifestyle's subsidiaries all over the region.

Simple to use, safe for all skin types and speedy in delivering the desired results, DR's Secret has helped change the lives of many people. It is also widely popular in Malaysia, Indonesia, Hong Kong, Taiwan, Brunei, Vietnam and Thailand.

A celebration of bwL's LifeHarmony approach

Besides celebrating DR's Secret, Sunday's event also shone the spotlight on the entire LifeHarmony range. Comprising Inner Harmony, Outer Harmony and Lifestyle Harmony range of products, bwL's LifeHarmony approach helps consumers achieve the ideal balance in health, beauty and wellness, and at the same time, provides bwL distributors with the perfect tools for achieving entrepreneurial success.

Top sales awards were presented to bwL distributors who achieved the highest sales volume for Avance Health Supplements (part of the Inner Harmony range), DR's Secret (part of the Outer Harmony range), and ÜberAir Space (part of the Lifestyle Harmony range).

In addition, adding to the night's excitement was a host of attractive table and individual lucky draws, games, pyrotechnic displays, entertainment showcase and sharings by regional bwL distributors who have established wide business networks with the help of DR's Secret.

- Find out more about the DR's Secret SuperStar Finals at <http://www.drs-secret.com/Contest/>.

- Find out more about DR's Secret at <http://www.drs-secret.com>.

About Best World Lifestyle Pte Ltd

Best World Lifestyle Pte Ltd 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's Secret, Optrimax, Avance and ÜberAir.

Leveraging on its success in Singapore, Best World Lifestyle 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.mybwL.com.
