



Press Release – For Immediate Release

## **A HIP Celebration for the Best & Brightest**

**23 February 2008, Singapore** - Best World Lifestyle Pte Ltd, a Main Board-listed direct selling company specializing in the distribution of health and skincare products, holds its annual HIP 2008 bwl International Convention at Suntec City Convention Hall on 23 and 24 February 2008.

The two-day event is a massive celebration of the success of all bwl's top sales performers over the past year. An astounding 122 newly promoted Silver Directors, 38 Gold Directors, 6 Platinum Directors and 63 Million Dollar Achievers will be recognized at the event.

bwl distributors from all around the world, including Malaysia, Indonesia, Hong Kong, Taiwan, China, Thailand, Brunei, Vietnam, Korea and the Philippines will come together to fete their common sense of unity, friendship and boundless optimism for the future.

Chairman & Group Executive Director Dr Doreen Tan said, "We believe that our 4 corporate values: Harmony, Integrity, Positivism and Community is our success formula and have thus themed this year's convention 'HIP 2008'. We welcome all new friends of bwl to take this wonderful opportunity over these two days to get a sense of our warm, harmonious and loving culture."



Group Managing Director & CEO Dr Dora Hoan added, “2007 was a year of significant milestones for bwL. Our company’s performance has been outstanding in large part due to the support and dedication of all our distributors. Through this event, we hope to pay tribute to their efforts and encourage them to strive for more breakthroughs and even greater success next year.”

The celebration will include a gala dinner, an exclusive product launch, a motivational seminar and an explosive entertainment showcase. Homegrown regional singing sensation, JJ Lin, will charm audiences with his chart-topping hits, US comedian Buddy Loren will delight with skits and spot-on impersonations of famous personalities, while local drum band ZingO will blend drumming with powerful wushu moves to give us a thunderous event to remember by. In addition, Sichuan opera master, Li Quanlin, is slated to impress with an intriguing Face Changing cultural performance.

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## **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 developed many preferred brands like DR's Secret, Optrimax, Avance, PentaLab and UberAir.

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

For more information, please visit Best World's corporate website at [www.Mybwl.com](http://www.Mybwl.com).

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