

Best World expands outside South East Asia with Hong Kong Regional Centre

- ***Asia-Pacific expansion plan on schedule***
- ***Expects Hong Kong market to contribute to FY2006 performance***

Singapore, 6 June 2006 – Best World International Limited (“Best World” or the “Group”), a regional health & lifestyle product company specializing in the direct selling of more than 100 products, is pleased to announce the opening of its Regional Centre (“RC”) in Causeway Bay, Hong Kong. The Group had entered into the Hong Kong direct selling market since September 2005 and the new RC, which provides administrative, sales support and training facilities, marks the Group’s firm commitment to develop Hong Kong into a key market. The Group expects the Hong Kong market to contribute to its FY2006 performance for the period ending 31st December 2006.



Best World's RC in Hong Kong

Dr Dora Hoan, Group Chief Executive Officer of Best World commented, “Hong Kong has always been a consumer hub for Asians with strong buying power. In addition, Hong Kong’s attractive tax regime also makes it worthwhile for us to invest there. “

Progress shown by the Group’s Hong Kong operations has provided the Group with good justification to set up a RC in bustling Causeway Bay. The Hong Kong RC will also be able to serve consumers from the neighbouring PRC province of Guangdong and acts as an important springboard for the Group’s entry into China.

The Group’s expansion into Hong Kong signifies its first step out of South East Asia, where it had already established itself in Singapore, Malaysia, Thailand, Vietnam and Indonesia. With a clear regional expansion schedule, the Group targets to expand into Taiwan, China, Brunei, Philippines, South Korea and Japan by 2010.



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When asked about the Group's growth strategy, Dr Hoan stated, "We have always taken pride in being a product-focused company. We believe in reaching out to our customers with a well-researched pipeline of new products via our growing membership base in both established as well as new geographical markets. We are confident of growing from strength to strength with the continuation of our regional expansion."

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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 the 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, Optrimax, 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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