

Best World Celebrates Indonesian Grand Launch

- Membership base up by 11.8% from FY2006 to 111,454 as of April 2007
- Indonesia gaining momentum to become top revenue contributor

Singapore, 21 May 2007 – Mainboard listed Best World International Limited, (“Best World” or the “Group”), a company specializing in the development of health and wellness products distributed through its proprietary regional direct selling network has just concluded the Best World Grand Launch Ceremony in Jakarta, Indonesia. With a diverse showcase of bwL products and a series of informative talks, Best World has reaffirmed their commitment in developing world-class, premium health and wellness products.

Best World first established their presence in Indonesia in 2005 and the Indonesian market has since emerged as the Group’s top 3 revenue contributor.



Indonesian Grand Launch held at Hotel Mulia Grand Ballroom

Dr Dora Hoan, Group Chief Executive Officer of Best World commented, “We are pleased with the robust growth demonstrated by the Indonesia market, where membership numbers have increased by 38.0% at 31 December 2006 to 23,941 members at 30 April 2007.”

For FY2006 (period ended 31st December 2006), Indonesia’s sales displayed a 35.4% revenue growth to S\$17.6 million. With the recently acquired Halal certification¹, the Group is set to acquire further market share in Indonesia, Malaysia and Brunei.

Dr Doreen Tan, Chairman of Best World, expressed optimism in the Group’s outlook for FY2007, “We recently held our Annual International Convention 2007 at Genting Highlands, Malaysia, where

¹ Issued by the Islamic Food and Nutrition Council of America (IFANCA)



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over 4,000 of our members from all regions gathered to celebrate the recognition of our newly promoted top distributors. With our continued training schemes and new product rollouts, we are confident that our growth momentum will continue for the rest of FY2007.”

The Group’s membership base grew from 99,708 as of FY2006 to 111,494 as of 30 April 2007 and is on track to achieve their targeted membership growth for FY2007.

The End

About Best World International Limited

Mainboard listed Best World International is a health and lifestyle product company which specializes in the distribution of its products via proprietary direct selling network.

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 Secret, Oprimax, UberAir, Avance and bwL.

Leveraging on its success in Singapore, Best World has also established its presence in markets like Malaysia, Indonesia, Vietnam, Thailand, Taiwan, Brunei, Hong Kong and Australia.

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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