

13 Dec 2007

- FOR IMMEDIATE RELEASE -

SINGAPORE PRESTIGE BRAND AWARD (SPBA)

Winning the Singapore Prestige Brand Award (SPBA) 2007 has proved to be a milestone for us having taken part in it for the first time.

POWERPLUS participated in the Singapore Prestige Brand Award (SPBA) in 2 categories namely the Promising Brand and CitiBusiness Regional Brand Award and won awards in both categories. Never before in history has any company won awards in 2 categories simultaneously in the same year, a noteworthy worthy feat and record that has yet to be broken!

The Promising Brand award is awarded to up-and-coming brands in existence for three to five years. The CitiBusiness Regional Brands are presented to brands that have been established for at least three years and which have a presence in a minimum of five foreign markets. They have what the organizers describe as the ability to retain their true values in the successful transfer of the essence of Singapore brands to other countries.

Having won these prestigious awards, Mr Robin Hu, Singapore Press Holdings' executive vice-president for Chinese newspapers and newspaper services, have given us much publicity and spotlight in the local and international media.

Lianhe Zaobao's chief editor, Mr Lim Jim Koon, says its weekly feature will continue to highlight our brand in its newspaper which has daily page views of five million. This will no doubt increase our brand awareness both locally and overseas.

As quoted by the Association of Small & Medium Enterprise's (ASME) president, Mr. Lawrence Leow, our success in the global marketplace will enhance the Singapore brand, having been established locally and globally coupled with the recognition gained from these 2 prestigious awards and the aforementioned collaborative efforts.

POWERPLUS GROUP PTE LTD

Asia: 7 Temasek Boulevard #12-00 Suntec Tower One Singapore 038987
Tel: (65) 63399333 Fax: (65) 63399933 After Sales Service: (65) 93393333
Email: inquiry@powerplus.us Website: www.powerplus.us

For more information, contact:

Kenny Ang – Marketing Manager

Email: kenny@powerplus.us

Hanna Manneby – Assistant Marketing Manager

Email: hanna@powerplus.us

POWERPLUS GROUP PTE LTD

Asia: 7 Temasek Boulevard #12-00 Suntec Tower One Singapore 038987
Tel: (65) 63399333 Fax: (65) 63399933 After Sales Service: (65) 93393333
Email: inquiry@powerplus.us Website: www.powerplus.us

ABOUT SINGAPORE PRESTIGE BRAND AWARD



Jointly organised by the Association of Small and Medium Enterprises and Lianhe Zaobao, the Singapore Prestige Brand Award (SPBA) recognises and honours Singapore brands that are developed and managed effectively through various branding initiatives.

With the increasing number of homegrown brands becoming established names, achieving this esteemed mark of success is certainly a significant milestone in the branding journey of any local brand. The Award also serves as a yardstick for SMEs to benchmark their brand equity against their competitors.

Having established itself as a prestigious branding Award that local brand owners strive to attain, SPBA continues to be an effective platform for companies which aspire to become sterling brand names in Singapore to fuel their expansion plans abroad.

For more information, log on to <http://www.spba.com.sg>

POWERPLUS GROUP PTE LTD

Asia: 7 Temasek Boulevard #12-00 Suntec Tower One Singapore 038987
Tel: (65) 63399333 Fax: (65) 63399933 After Sales Service: (65) 93393333
Email: inquiry@powerplus.us Website: www.powerplus.us