

**Embargo until 1300 hours (+8 GMT)
5 December 2010**

Brand new Sponsor for new-look World Super Series

A new season, new format, highest prize money ever, and now, a brand new Sponsor.

The Badminton World Federation (BWF) is pleased to welcome on board OSIM, a global leader in branded well-being and healthy lifestyle products, as the Title Sponsor of the BWF World Super Series.

The three-year deal, beginning 2011, will include all 13 events in the BWF World Super Series calendar, including the BWF World Super Series Finals.

The agreement means the BWF World Super Series will now be known as OSIM BWF World Super Series.

Following a review of its events in 2009, the BWF decided to introduce a two-tier Super Series circuit – the Super Series Premier and Super Series for the 2011-2013 season.

“The partnership with OSIM is a massive boost for badminton and it underlines the BWF World Super Series as a global product,” said BWF President, Dr. Kang Young Joong.

“Badminton is an Olympic sport and has fantastic global appeal which attracts the young and the old to play it.

BWF Chief Operating Officer Thomas Lund further said: “Together with a caliber partner like OSIM, who is a global leader in well being and healthy lifestyle products, it further strengthens badminton’s position as a sport that support healthy and clean living.

“The sponsorship deal, which was also due largely to the efforts of ESG, our sponsorship rightsholder for the Super Series, is also testament that top brands want to be a part of badminton’s development.”

From the 12 Super Series events, five have been selected as Premier Series events, with the Korea Open offering USD1.2 million prize money, the highest ever for a badminton tournament.

The other four Premier Series events are Indonesia Open (USD600,000) and Denmark Open, All England Championships and China Open – which offer a minimum total prize money of USD350,000 for each event.



MEDIA RELEASE

The seven Super Series events are the Malaysia Open, India Open, Singapore Open, China Masters, Japan Open, French Open and Hong Kong Open.

The BWF has also appointed Enterprise Sports Group (ESG) as the sponsorship rightsholder and Total Sports Asia (TSA) as the media rightsholder for the 2011-2013 Super Series season.

Commenting on the sponsorship, OSIM'S Founder, Chairman and CEO, Mr. Ron Sim said:

"The sport of Badminton has a strong and passionate following in Asia as well as in Europe. This fits very well with OSIM's growing presence around the world."

"Just as we have a philosophy of challenging the spirit to do our best, the *OSIM BWF World Super Series* will attract top players to compete with the best players in the world. We are therefore delighted to partner with the BWF in this prestigious tournament series."

Ends.

About:

Badminton World Federation (BWF) - www.bwfbadminton.org

BWF is the international governing body of the sport of badminton recognised by the International Olympic Committee. The purpose and objectives of BWF include regulating, promoting, developing and popularizing the sport of badminton throughout the world and organizing, conducting and presenting international events at the highest level.

OSIM – www.osim.com

SGX mainboard-listed OSIM is a global leader in branded well-being and healthy lifestyle products. Established in 1980, OSIM is a brand management and niche marketing company with a focus on the well-being of the consumer.

The Group is innovation-driven and is an Intellectual Property developer, controlling its brands, designs, technologies and concepts. OSIM's holistic business currently comes under four complementary focuses - Health, Hygiene, Nutrition and Fitness, each carrying the fundamental theme of lifestyle well-being.

Ranked as Asia's Number 1 brand in healthy lifestyle products today, OSIM operates a wide point-of-sales network through the 4 major brands of OSIM, Richlife, GNC and Brookstone, with more than 1,074 outlets in 223 cities across 29 countries in Asia, Oceania, Africa, the Middle East, Europe and North America.