

For Immediate Release
Media Information

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70 Tiger Balm Brand Ambassadors from 38 countries congregate in Xiamen for the Tiger Balm International Marketing Conference 2010

Tiger Balm, owned by Haw Par Corporation — a public company listed in Singapore, will be convening its Tiger Balm International Marketing Conference 2010 from 26 to 27 April 2010.

This Conference is a biennial event where the distributors of Tiger Balm come together to discuss strategies. It is usually held in Singapore — the home of Tiger Balm. However, the 2010 Conference would be held in Xiamen, China, for the first time.

Why Xiamen? Xiamen holds some significance to Tiger Balm for the following reasons:

1. The original founder of the ointment, Aw Chu Kim, came from Fujian province in the county of Yong Ding. Son of a Hakka herbalist he left Amoy during the 1800s. He started his ointment business in Rangoon. In 1926, his two sons, Aw Boon Haw and Aw Boon Par took the business to Singapore where it grew.
2. Haw Par's first Tiger Balm factory in China was set up in Xiamen in early 1990s. Plans have been drawn up to expand our production by building a larger plant in Xiamen demonstrating our confidence here.

On 26 April, distributors will descend upon Xiamen from countries like USA, Canada, Sweden, France, Germany, United Kingdom, India, United Arab Emirates, Thailand, Jamaica, Mauritius, Saudi Arabia, Hong Kong, Vietnam, Japan, Korea, Indonesia, Philippines, Suriname, Kuwait, Finland, China and others. These distributors are exclusive dealers for Tiger Balm in their respective countries or regions.

Tiger Balm is nearly 100 years old and is marketed in over 80 countries worldwide. Today it has grown from a single product ointment to many line extensions such as Tiger Balm medicated plasters, Tiger Balm Muscle Rub, Tiger Balm Neck & Shoulder Rub, Tiger Balm Soft, Tiger Balm Mosquito Repellent Patch and Tiger Balm Joint Rub.

Various consumers in our many markets use Tiger Balm products to relieve their muscular aches and pains, headaches, backaches and joint pains.

Mr A K Han, Executive Director of Haw Par Corporation, commented,“ It will be very exciting for us to host the delegates from 38 countries and regions worldwide in the homeland of the original founder, Aw Chu Kim. It will certainly be very special and memorable for every attendee. Moreover, the brand name Tiger Balm is well known in China and hence it is a potentially large market for us.”

Spokesperson for Tiger Balm

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