



FOR IMMEDIATE RELEASE

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Prince of Peace® Enterprises, Inc. Offers In-Store Discounts and Free Samples of its New Tiger Balm Neck & Shoulder Rub

Non-Greasy Topical Analgesic Combines Herbal Ingredients with a Vanishing Scent to Help Relieve Muscle Stress and Tension Associated with the Work Environment

HAYWARD, Calif., August 3, 2010 -- Prince of Peace® Enterprises, Inc., the sole licensed United States distributor for all Tiger Balm products, today announced special in-store promotional discounts on 1.76 oz. (50g) tubes of Tiger Balm Neck & Shoulder Rub, the company's newest product. The promotional discounts are being offered at CVS/pharmacy and Walgreens stores, and are in effect through August 31, 2010.

Tiger Balm Neck & Shoulder Rub provides fast, soothing relief for neck and shoulder aches and pains associated with work and stress. The water-based blend of camphor and menthol gives it a clean, non-greasy feel while the no-fuss dispensing tube makes it convenient to use anytime or anywhere - in the office or on the go.

"Many people in tense work environments suffer from tightness in the neck and shoulders," said Kenneth Yeung, Founder and President of Prince of Peace Enterprises, Inc. "Tiger Balm Neck & Shoulder Rub is formulated to address those specific problem areas, and offers a quick getaway in the midst of a hectic day. It also features a vanishing scent that makes it suitable for any social or work situation."

Consumers can visit the store locator on the Tiger Balm US website to find their nearest CVS/pharmacy and Walgreens stores.

Free Samples

In addition, consumers can request a free sample of Tiger Balm Neck & Shoulder Rub through the Tiger Balm US Facebook page (<http://www.mytigerbalm.com/facebook.html>) or website (<http://www.mytigerbalm.com/freesample>). The free sample offer is valid only in the United States and only while supplies last.

About Prince of Peace® Enterprises, Inc./Tiger Balm US

Prince of Peace Enterprises, Inc. (www.mytigerbalm.com) introduced the world-famous Tiger Balm brand to the United States mainstream market in 1986 and has been the sole licensed US distributor for all Tiger Balm products since.

Tiger Balm's time-proven blend of herbal ingredients provides safe and effective "Pain Relief Without the Pills™" for joint and muscle strains and neck and shoulder pain, and offers convenient pain relief for just about any other aches and pains that may come your way. Tiger Balm US can be found on Facebook at <http://www.mytigerbalm.com/facebook.html>, on Twitter at <http://www.mytigerbalm.com/twitter.html>, and on YouTube at <http://www.mytigerbalm.com/youtube.html>.

Prince of Peace is headquartered in the heart of the San Francisco Bay Area, CA with additional branch offices in New York, Los Angeles, Hong Kong, China, and Malaysia.

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