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**Tiger Balm Gains Momentum**

*Famed brand of external analgesics outpaces rest of category in sales by nearly 20%, adds nearly 26,000 Facebook fans in one week*

HAYWARD, CA, September 27, 2010 - The Tiger Balm brand of external analgesics ([www.mytigerbalm.com](http://www.mytigerbalm.com)) has enjoyed a recent surge in popularity in the United States with category-busting sales figures and explosive growth in its Facebook fan base, according to President of Prince of Peace Enterprises, Inc., the sole licensed United States distributor for all Tiger Balm products.

The Tiger Balm product line has enjoyed a pace-setting growth in sales compared to the entire external analgesic category. According to SymphonyIRI Group, sales measured on September 5, 2010 showed Tiger Balm with a 16.7% growth over a 52-week period. In contrast, the external analgesic category as a whole showed a 2.5% decrease in sales during the same time period - a 19.2% spread.

"The sales figures speak for themselves as a testament to the strength of the Tiger Balm brand," said Kenneth Yeung, Founder and President of Prince of Peace Enterprises, Inc. "As more and more pain sufferers seek safe, fast, and effective pain relief without the pills, we expect that Tiger Balm will continue to be their external analgesic of choice."

**Facebook favorite**

In addition to the category-leading sales, Nearly 26,000 consumers joined the Tiger Balm US Facebook page ([www.mytigerbalm.com/facebook.html](http://www.mytigerbalm.com/facebook.html)) during the week of August 1-7, 2010, drawn largely by the offer of a free sample of Tiger Balm Neck & Shoulder Rub for all new fans. 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.

The free sample offer has ended, but consumers can request a \$1.00 coupon for an in-store purchase of Tiger Balm Neck & Shoulder Rub by either joining the Tiger Balm US Facebook page ([www.mytigerbalm.com/facebook.html](http://www.mytigerbalm.com/facebook.html)) or by visiting the Tiger Balm US website ([www.mytigerbalm.com/tiger-balm-coupons.htm](http://www.mytigerbalm.com/tiger-balm-coupons.htm)).

## **About Tiger Balm**

Prince of Peace Enterprises, Inc. ([www.mytigerbalm.com](http://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 is 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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