



FOR IMMEDIATE RELEASE

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Win a Trip to Maui with the Tiger Balm Sweepstakes

*Maker of popular external analgesics to award trip to Maui for two,
Apple iPad and Apple iPods as prizes*

HAYWARD, CA, September 21, 2011 – Tiger Balm (www.mytigerbalm.com) is inviting its fans to get their Maui on.

The “Tiger Balm Sweepstakes” runs through December 30, 2011 and is open to all U.S. residents. Prizes include:

- One Grand Prize: A trip for two to Maui, HI, including round-trip airfare, a first-class hotel stay for 6 days and 5 nights, and a \$500 VISA gift card
- One Second Prize: An Apple 16GB iPad 2.
- Three Third Prizes: An Apple 8GB iPod nano.

“Millions of people around the world use Tiger Balm to relieve the stress, strains and sprains of work, play, and everyday life,” said Kenneth Yeung, Founder and President of Prince of Peace Enterprises, Inc. the sole licensed United States distributor for all Tiger Balm products. “What better complement to Tiger Balm’s soothing powers than relaxing on a Maui beach?”

Participants can enter the sweepstakes through the Tiger Balm US website (<http://www.mytigerbalm.com/sweepstakes>), the Tiger Balm US mobile website (<http://www.mytigerbalm.com/m/sweepstakes>) or by “Liking” Tiger Balm US on Facebook (https://www.facebook.com/TigerBalmUS?sk=app_19032254433196).

Participants may also enter by mailing a 3” x 5” card with their printed name, complete address, day and evening telephone numbers (including area code), and age to: Tiger Balm Sweepstakes 3536 Arden Road Hayward, CA 94545. All mail-in entries must be postmarked by December 30, 2011 and received no later than January 10, 2012 to be eligible for entry.

Each participant may enter one time, regardless of method of entry. Winners will be selected randomly from all eligible entries received and notified on or around January 31, 2012.

The Tiger Balm Sweepstakes is open only to people eighteen years of age or older who are legal residents and physically located in one of the fifty United States or the District of

Columbia. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. Odds of winning will depend on the total number of entries received. Void where prohibited by law. For Official Rules, visit <http://www.mytigerbalm.com/sweepstakes/terms.htm>.

About Tiger Balm

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 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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