



FOR IMMEDIATE RELEASE

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Win a Trip to Mendocino with the Tiger Balm Sweepstakes

Maker of popular external analgesics to award trip to Mendocino, California for two.

May 08, 2012 - HAYWARD, Calif.--Tiger Balm (<http://tigerbalm.com/us>) is inviting its fans to enter for a chance to win a trip to Northern California's beautiful Mendocino.

The "Tiger Balm Sweepstakes" runs through August 31, 2012 and is open to all U.S. residents. Prizes include:

- One Grand Prize: A trip for two to Mendocino, CA, including round-trip airfare, a first-class hotel stay for 4 days and 3 nights, and a \$1,000 VISA gift card
- Three Second Prizes: A Tiger Balm gift basket.

"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 enjoying all that beautiful Mendocino has to offer?"

Participants can enter the sweepstakes by "Liking" Tiger Balm US page on Facebook, (www.facebook.com/TigerBalmUS), and completing the entry process.

Participants may also enter by mailing a 3" x 5" card with their clearly printed name, complete address, day and evening telephone numbers (including area code), email address (if available) and age to: Tiger Balm Sweepstakes, c/o Inception Marketing, LLC, 847 Sansome Street, Suite 200, San Francisco, CA 94111. All mail-in entries must be postmarked by August 31, 2012 and received no later than September 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 September 30, 2012.

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The Tiger Balm Sweepstakes is open only to people twenty-one 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: <https://www.facebook.com/TigerBalmUS> or www.tigerbalm.com/us/promotions.

About Tiger Balm

Prince of Peace Enterprises, Inc. (<http://tigerbalm.com/us>) 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 <https://www.facebook.com/TigerBalmUS> on Twitter at https://twitter.com/tiger_balm_us, and on YouTube at http://www.youtube.com/user/TigerBalmUS?ob=0&feature=results_main.

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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