

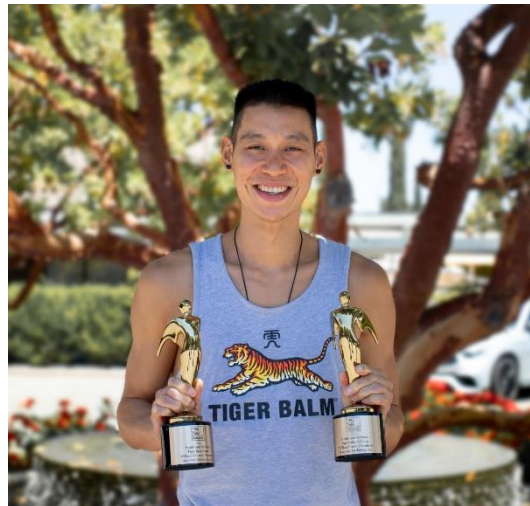


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Tiger Balm U.S. Videos Win Six Coveted Telly Awards for Excellence

Awards are the latest milestone in brand's continued sales and marketing momentum



*Professional Basketball Player Jeremy Lin,
Tiger Balm Brand Ambassador*

Livermore, Calif. – July 15, 2021 – [Prince of Peace Enterprises, Inc.](#), the sole United States distributor for all [Tiger Balm pain-relieving products](#), is proud to announce that online commercials and social videos supporting its products earned six trophies from this year's 42nd Annual Telly Awards.

Founded in 1979, the Telly Awards are the world's largest honor for video content across television and all screens, and are judged by leaders from entertainment, publishing, advertising, and emerging technology. Nearly 15,000 submissions were entered this year from all 50 states and 5 continents. Winners represent some of the world's most respected advertising agencies, television stations, production companies, and publishers.

Tiger Balm videos won three Gold Awards and three Silver Awards, including the only two Gold awards presented in the Social Video: Art Direction category:

- Gold, Social Video: Art Direction – Tiger Balm “Professional Basketball Player Jeremy Lin Behind the Scenes” ([Official Listing](#))
- Gold, Social Video: Art Direction – Tiger Balm “Kristin Allen Acrobatic Gymnast Behind the Scenes” ([Official Listing](#))
- Gold, Social Video: Editing – Tiger Balm “Kristin Allen Acrobatic Gymnast Behind the Scenes” ([Official Listing](#))
- Silver, Social Video: Health & Wellness – Tiger Balm “Professional Basketball Player Jeremy Lin Behind the Scenes” ([Official Listing](#))
- Silver, Social Video: Editing – Tiger Balm “Professional Basketball Player Jeremy Lin Behind the Scenes” ([Official Listing](#))
- Silver, Social Video: Health & Wellness – Tiger Balm “Kristin Allen Acrobatic Gymnast Behind the Scenes” ([Official Listing](#))

The videos were produced by [Inception Marketing, Inc.](#), a leading San Francisco Bay Area-based marketing communications firm that is Prince of Peace’s official advertising agency of record.

Continuing growth for Tiger Balm U.S.

Even with a radically altered landscape during the past year, Tiger Balm has seen strong continuous sales growth in the United States for over two decades. [Tiger Balm products](#) are sold in more retail channels across the country than any other external analgesics brand, a testament to the popularity the brand enjoys among consumers seeking [topical pain relief](#) for their aches and pains. Additionally, its flagship product – [Tiger Balm Ultra Strength Ointment](#) – is the top-selling pain-relieving ointment in the United States, according to IRI.

“The ongoing collaboration between the Prince of Peace and Inception Marketing teams has driven the Tiger Balm brand to new levels of success in the United States,” said Kenneth Yeung, Founder and President of Prince of Peace. “Since partnering with Inception over ten years ago, we have produced consistently innovative creative, developed a loyal social media fan base, and have attracted widely-respected and influential brand ambassadors who are passionate about the Tiger Balm brand and product offerings.”

World-Class Brand Ambassadors

The award-winning videos feature pro basketball favorite Jeremy Lin and Hall of Fame American acrobatic gymnast Kristin Allen, two elite athletes who choose Tiger Balm from a crowded field of pain relievers to stay at the top of their game and recover from strenuous activities.

Tiger Balm U.S. has a history of developing marketing campaigns with world-class athletes. Previous influential Brand Ambassadors have included NFL standouts, Joe Montana and Jerry Rice, three-time World Champion and two-time U.S. Olympic Gold Medalist Christian Taylor, professional flatland BMX rider Terry Adams, and World Champion Rock Climber Sasha DiGiulian.

About Inception Marketing

With over 40 years of proven independent advertising agency experience, Inception Marketing, Inc. (www.inceptionus.com) works with [clients of all sizes](#) to take their brands further. Inception has created [integrated marketing campaigns](#) for global, national, and regional accounts, from Singapore to SOMA, in a wide range of categories across all media channels. Inception is located in the San Francisco Bay Area.

About Tiger Balm U.S.

Prince of Peace Enterprises, Inc. (<http://www.popus.com>) introduced the world-famous Tiger Balm brand to the United States mainstream market in 1986 and has been the sole licensed U.S. distributor for all Tiger Balm products since. Prince of Peace is headquartered in the heart of the San Francisco Bay Area, CA with additional branch offices in New Jersey, Los Angeles, Hong Kong, and Guang Zhou China.

Tiger Balm U.S. (<http://www.tigerbalm.com/us>) can be found on Facebook (www.facebook.com/TigerBalmUS), Twitter (www.twitter.com/Tiger_Balm_US), and Instagram (www.instagram.com/tiger_balm_us).

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