



NEWS RELEASE

ESG secures OSIM as global title sponsor for the BWF World Super Series 2011-2013

Singapore, December 7, 2010 – Kingsmen Creatives Ltd (“Kingsmen”), a leading communications design and production group in Asia Pacific and the Middle East, today announce that its associate company Enterprise Sports Group (ESG), has secured OSIM, a global leader in branded well-being and healthy lifestyle products, as the first ever Global Title Sponsor of the Badminton World Federation (BWF) World Super Series 2011 to 2013. The global series will now be known as OSIM BWF World Super Series.

In April this year, the Singapore sports marketing agency which organizes the Great Eastern Women 10k and Cold Storage Kids Run, won the rights as the exclusive sponsorship rightsholder for BWF. International Olympic Committee vice-president Ng Ser Miang, heralded the contract as a “wonderful and an important milestone for Singapore”.

OSIM BWF World Super Series is a 13-tournament global series designed to attract the top 32 players from around the world with a total series prize money of USD 4.95 million. The tournaments are organized in the following countries: China, Indonesia, India, Malaysia, Singapore, Hong Kong, Japan, South Korea, England, France and Denmark.



On the 5 December 2010 press conference held in Shanghai, China to unveil the new OSIM BWF World Super Series Logo and to announce OSIM as the title sponsor, ESG Managing Director, Terence Khoo said: *“We are extremely pleased to secure OSIM as the title sponsor. Badminton has more than 225 million players globally and is one of the top 2 most popular sports in Asia. It is one of the fastest growing sports and provides great brand exposure and engagement opportunities for brands penetrating into the lucrative Asian markets. ESG is proud to partner both BWF and OSIM to play an active role in global badminton development.”*

OSIM’s Founder, Chairman and Chief Executive Officer, Mr. Ron Sim also said: *“Badminton is a popular sport across OSIM markets and the OSIM BWF World Super Series provides great TV exposure, broadcast to more than 126 million households, providing strong engagement opportunities for OSIM”.*

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About Enterprise Sports Group (ESG) – www.enterprisesg.com

ESG is a leading sports marketing and consultancy firm based in Singapore which specializes in identifying growth opportunities in sports assets and creating powerful solutions that generate true value for our clients’ businesses via sports sponsorship.



ESG also provides sport federations and rights owners strategies to realize the full commercial potential of their assets as well as solutions to address their critical challenges. ESG focuses on optimizing revenues for rights owners in sponsorship & licensing and in helping its clients yield maximum returns on objectives.

About Kingsmen Creatives Ltd – www.kingsmen-int.com

Listed on the Main Board of the Singapore Exchange, Kingsmen is a leading communication design and production group in Asia Pacific and the Middle East. Established in 1976, its four business segments comprise Exhibitions & Museums, Retail & Corporate Interiors, Research & Design, and Integrated Marketing Communication.

Kingsmen offers a “one-stop-shop” solution through a vertical and horizontal integration of services, giving their clients the benefits of convenience and cost savings. Building on its design-led, quality and service-driven culture, the Group has established a visible brand name that is synonymous with creative and innovative solutions.

Together with its affiliates, Kingsmen has a regional network of 17 offices and full service facilities in Asia Pacific and the Middle East. The Group has a long-standing base of clients from diverse industries including well-known names such as BMW, Burberry, Esprit, Gucci, Nokia, Polo Ralph Lauren, Resorts World Sentosa, Singapore Grand Prix, Tax Free World Association, Tiffany & Co. and the Valiram Group.