



Neo Sia Meng, Executive Director, Four Star Industries Pte Ltd; Hafiz Koh

With its focus on sleep sciences and development, Four Star reaches out to a technology and quality savvy market, offering cutting-edge materials, and expanding its range to cover the younger set as well as the mature consumer who has for years relied on the renowned mattress brand for its international standards and quality.

Neo Sia Meng, Executive Director, Four Star Industries Pte Ltd, said, "It may be hard to link mattresses with race cars, but as a company with operations in Singapore, Four Star is keen to support Singapore's home-grown personalities that share Four Star's drive towards excellence. Hafiz, with his strong passion and determination to excel at his field, also reflects Four Star's own commitment to provide the best service and products available. And when it comes to achieving peak performance, we recognise that besides rigorous training, adequate rest is a must. So as we support Hafiz's sporting efforts on the tracks, we also offer him the best Four Star support while he sleeps. We feel that Hafiz's healthy, wholesome image, and his strong youth appeal will reflect Four Star's mandate to be a company that keeps up with current trends and is always striving for innovation and creativity."

Koh said, "Being a race car driver, it's important for me to perform at my peak everyday. Whether I am practicing or participating in a race, I must always be 101 per cent alert and able to instantly react to any circumstances on the track. To achieve that, it's important for me to have a good night's sleep, and I'm confident that I will get the rest I need on my chosen Four Star mattress."

Koh toured Four Star's 4,645 sq m factory and saw first hand, the research and development laboratory and production facilities that utilise frontline technology to ensure durability, support and comfort in all Four Star mattresses. Four Star, with its full manufacturing facility located in Singapore for more than 25 years, is currently one of the fastest mattress manufacturers in Singapore to produce custom products for the furniture and bedding industry. "It's amazing how much R&D is pumped into a mattress. It's definitely no less than the efforts invested in developing the fastest, most efficient race cars," said Koh.

Four Stars Powers Up Race Car Driver

Singapore: Four Star Industries Pte Ltd (Four Star) has signed a five-figure endorsement deal with Hafiz Koh, Singapore's youngest race car driver in an FIA (Fédération Internationale de l'Automobile) Championship. With this contract, Koh will be the face of Four Star from now till December 2008.

Four Star will also be one of the sponsors for Koh in his next race, the Formula V6 Asia held in Malaysia, Indonesia, China and Japan in November 2008. The sponsorship funds will go into travel expenses, lodging, per diems and other competition expenditures.

This move by Four Star, a member of Singapore Mozaic, marks the first step in a new direction for the company.