

For Immediate Release



NEWS RELEASE

FOUR STAR POWERS UP RACE CAR DRIVER HAFIZ KOH WITH A GOOD NIGHT'S SLEEP

Singapore, 10 July 2008 – Four Star Industries Pte Ltd (Four Star) today signed a five-figure endorsement deal with Hafiz Koh, Singapore's youngest race car driver in an FIA Championship. With this contract, Hafiz will be the face of Four Star from now till December 2008.

Four Star will also be one of the sponsors for Hafiz 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.

Mr 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 recognize 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."

Hafiz 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% 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.”

Hafiz toured the Four Star’s 50,000sf 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 here in Singapore for more than 25 years, takes pride in its highly qualified team of researchers and craftsmen. The strict and precise production standards in the Singapore manufacturing industry, complemented by Four Star’s close proximity to market enables them to respond to market requirements quickly and accurately. Four Star is currently one of the fastest mattress manufacturer 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 Hafiz Koh.

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

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About Four Star Industries Pte Ltd

Four Star Industries Pte Ltd is the manufacturer and wholesaler of the renowned Four Star Pocketed Spring mattresses, and a whole array of bedding products and specialised bed systems e.g. Storage beds. They also specialise in the fitting and refurbishment of bed sets as well as the manufacture of custom-made mattresses and bed sets. Four Star also supplies special products such as foldable, rollaway and hideaway beds for the hospitality and hotel industries. They also represent Therapedic of USA in Singapore.

About Singapore Mozaic

The Singapore Mozaic brand brings together a collection of successful Singapore furniture companies that offers a diverse portfolio of consumer, business and specially crafted products. Hand picking the finest of Singapore furniture companies that encapsulate the winning characteristics - Agile, Vibrant, Discerning, Forward-looking and Transparent – the Singapore Mozaic is committed to management, design, manufacturing and service excellence. This B2B brand is an industry programme by the Singapore Furniture Industries Council (SFIC) and supported by Spring Singapore and International Enterprise (IE) Singapore.

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