



MEDIA RELEASE

100PLUS TO INCREASE THE OVERALL SPONSORSHIP VALUE IN RENEWAL OF SPONSORSHIP WITH STTA

100PLUS has been the official sports drink of Singapore paddlers since 2010 and will continue to be the proud sponsor of the Singapore national table tennis team for another three years from 1 January 2014 to 31 December 2016.

The new sponsorship agreement which is worth S\$800,000 will see 100PLUS widen its involvement with Singapore table tennis. Firstly, 100PLUS will be supporting the development of the STTA-PCF table tennis programme. The STTA-PCF table tennis programme is an early introduction of table tennis to pre-schoolers at the PAP community Foundation Kindergartens. Since its inception, the programme has reached out to over 5,000 children.

Secondly, as part of the sponsorship agreement, the 100PLUS logo will be featured on the front of the national jerseys. The Singapore paddlers will don the national jerseys at the International Table Tennis Foundation (ITTF) World Tour Tournaments and major championships. The ITTF World Tour Tournaments are broadcast internationally and are viewed by millions, giving 100PLUS excellent exposure worldwide.

"100PLUS has been the proud sponsor of the Singapore national table tennis team since 2010. We hope that our sponsorship has encouraged and given the national players the support to excel and bring honour to their sport and to Singapore. We are delighted to continue our support of the national team and further extend our involvement with Singapore table tennis with the sponsorship of the STTA-PCF Table Tennis Program. 100PLUS is committed to nurture and bolster the training of potential young athletes in Singapore. It is an honour to be able to contribute to the development and achievements of our athletes and we hope that this will inspire and empower them to outdo themselves in their sport," said Dato' Ng Jui Sia, CEO, Non-Alcoholic Beverages, Fraser and Neave, Limited.

"The extension of the 100PLUS sponsorship is very exciting for STTA. We see this as further demonstrating our ongoing success and ability to attract and retain national sponsors of the highest calibre. 100PLUS is one of the leading brands in Singapore and it is a great fit for Singapore table tennis and our athletes. 100PLUS helps our players stay hydrated during intense competitions and 100PLUS is the best solution to meet our players' hydration and performance needs", said Er. Dr. Lee Bee Wah, Member of Parliament for Nee Soon GRC & President, STTA.