

Press Release  
For Immediate Release



### **100PLUS Proudly Sponsors the Singapore National Table Tennis Teams**

**January 14, 2011 Singapore** – With the aim to promote active lifestyle and healthy living to all Singaporeans, *100PLUS* has been at the forefront of all major sporting activities as the isotonic drink of choice. This afternoon, F&N and the Singapore Table Tennis Association jointly announced *100PLUS*' proud sponsorship of the Singapore National Table Tennis teams. *100PLUS*' official isotonic drink sponsorship of S\$750,000 over three years to the National Table Tennis men and women's teams is the largest sponsorship received by the Singapore Table Tennis Association to date.

Mr Koh Poh Tiong, Chief Executive Officer, Food and Beverage, Fraser and Neave, Limited, said “*100PLUS* is proud to sponsor the Singapore National Table Tennis teams. We hope that this sponsorship will spur on this dedicated and outstanding group of world-class national players and give them the support and encouragement to excel and bring honour to their sport and to Singapore. They are fine examples of Singapore's best in the sporting arena and are an inspiration to our young athletes. *100PLUS* is committed to nurture and bolster the training of potential young athletes in Singapore. We are honoured 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.”

Er Lee Bee Wah, Member of Parliament for Ang Mo Kio GRC & President, STTA who was present at the signing ceremony said “It is heartening to know that *100PLUS* is committed to supporting local sports. Sports can help define a nation's identity and can bring people together in ways that transcend race, culture, gender or socio-economic status. I hope that more businesses and companies will follow *100PLUS*' lead and step forward to support the development of local table tennis, and in the process understand that sports is a ready-made vehicle to build brand recognition, brand equity and long term relationships.”

*100PLUS* advocates that the importance of hydration applies not only to serious athletes. Two-thirds of the human body is made up of water. Therefore, it is essential for athletes, as well as those who lead active lifestyles, to rehydrate constantly. Dehydration causes dizziness, light headaches, muscle cramps, nausea and headache which will affect our daily performance.

The hot and humid tropical weather all year round is another factor why athletes need to take extra precaution against dehydration. Unlike water, *100PLUS* is formulated to replenish body fluids better than water can, and it contains the essential carbohydrates and minerals that increase the rate of fluid absorption into the body. It is the perfect thirst quencher, allowing us to get back on track with our active lifestyles.

A recent clinical study by the Singapore's national defense R&D organization, DSO National Laboratories also showed that with *100PLUS*, exercise performance can last 43% longer versus plain drinking water. In fact, drinking too much water is not good as it causes over-dilution of electrolytes in your body; which causes hyponatremia.

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#### **About *100PLUS***

OUTDO YOURSELF with *100PLUS* - Singapore's No. 1 isotonic drink, *100PLUS* is a specially formulated 'thirst and body-quencher' that helps to replenish lost fluids, energy and electrolytes to combat the effects of dehydration, heat, and exertion – enabling you to achieve peak performance in your daily active lifestyle.

*100PLUS* hydrates you with its optimal combination of carbohydrates, electrolytes and fluids for quick and efficient replenishment of the body, better than water can. *100PLUS* as an isotonic helps to accelerate the body absorption of fluids and at the same time, provides an immediate source of energy needed by the muscle tissue.

*100PLUS* is available in regular, lemon lime and tangy tangerine flavours that come in 330 ml cans, 500 ml convenient bottles, and 1.5L take home bottles at all leading stores.

*100PLUS* is approved by the Health Promotion Board to carry the "Healthier Choice Symbol" which endorses it as the perfect daily hydration drink.

#### **About Fraser and Neave, Limited**

Fraser and Neave, Limited (F&NL) is a leading Asia Pacific Consumer Group with expertise and prominent standing in the Food & Beverage, Property and Publishing & Printing industries.

Leveraging its strengths in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&NL provides key resources and sets strategic directions for its subsidiary companies across all three industries.

Listed on the Singapore stock exchange, F&NL ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders' funds of close to S\$6 billion and total assets employed of over S\$13 billion. F&NL is present in over 20 countries

spanning Asia Pacific, Europe and the USA and employs about 18,000 people worldwide.

For more information on F&NL, please visit [www.fraserandneave.com](http://www.fraserandneave.com).