

Great Singapore Shopathon 2007 Women's Day Out 2

**Official Title Sponsor: Amore Fitness Pte Ltd**

Amore Fitness and Boutique Spa is Singapore's leading ladies-only Fitness and Spa service provider. We believe in a holistic approach towards fitness and well-being among women and have a vision to improve and enrich women's lifestyle.

Established in 1985, there are now 12 centres (6 Fitness centres and 6 Spas) in Singapore. In Year 2006, Amore spread its vision by extending its development internationally to Shanghai.

Amore Fitness strives to encourage women to share our passion for fitness, and to include it in their lifestyle by integrating fun with fitness, by providing state-of-the art gym equipment to enhance the workout experience. We constantly deliver high quality programmes through tested and proven exercise methodology, facilitated by a pool of highly qualified and experienced instructors. Named AsiaFit Club of the Year 1999, we combine affordability with world-class standards. All exercises are specially designed and tailored for women.

Year after year, Amore Fitness is proud to be in partnership with Singapore Sports Council (SSC), bringing forward Women's Day Out (WDO) - the largest annual women's sporting event in Singapore. It is an event specially tailored for women to motivate them to lead an active and healthier lifestyle through increase participation in sports and fitness. This year, Amore Fitness is proud to be the title sponsor for WDO 2007.

Ms Jasmine Teo, founder and COO of Amore Fitness believes that as a brand leader who envisions to provide a holistic approach towards fitness and well-being; the perfect partnership with SSC will bring about the integration of fun and fitness to another level for women. This year's WDO promises to be even bigger and more fun.

Amore Fitness offers over 300 classes a week with an extensive range of work out classes such as Yoga, Kickboxing, dance classes and Amore's very own signature classes such as BodBlitz® , CardioBlitz®, StepBlitz®, CardioLatino™ , StretchFit® and the latest launched BellyBlitz®.

Taking care of the entire pampering process for the women, **Amore Boutique Spa** provides an all-round spa experience with a wide selection of pampering treatments and services like massages, facials, hydrotherapy treats, scrubs, wraps, etc in serene and resort-like spa centres.

Certified with ISO 9001:2000, Amore is also proud winner of numerous awards including the Superbrands(2004) and Singapore Promising Brand Award(2005 & 2006). Amore is also a Supporter of the Patron of the Arts Award 2006.

Official Hair Care: SILKPRO – Tohtonku Pte Ltd

TOHTONKU (S) Pte Ltd was incorporated in Singapore in 1979. The principle business specializes in skincare, haircare and bodycare products. Brands under it's wing includes SILKPRO, FOLLOW ME and NEW FEEL. Tohtonku (S) Pte Ltd takes pride in providing quality personal products to its consumers.

Being an active corporate citizen and armed with the philosophy of nurturing business entrepreneurs, Tohtonku (S) Pte Ltd is very supportive of charities and event sponsorships. Some major sponsorship projects include:

- (1) The New Paper Big Walk 2004 to 2006
- (2) The Celebration Tree @ Orchard Road
- (3) Television shows (Star Awards, Star Search)
- (4) The Straits Times School Pocket Money fund
- (5) The Singapore River Hongbao 2004 & 2005
- (6) Christmas in the tropics 2003/ 2004 and
- (7) the recent International Women's Day 2007, where NEW FEEL offered free bus rides to all ladies on NEW FEEL painted buses.

At the Women's Day Out 2007, SILKPRO will showcase its new haircare range (information to be released later). And during the two-day event, SILKPRO will offer a Scalp Test as well as other hair care activities for participants of the Amore Women's Day Out 2007.

Official Sports Apparel: Everlast Worldwide Inc.

Everlast Worldwide Inc. manufactures, markets and licenses sporting goods, apparel, footwear and other active lifestyle products under the **Everlast** brand name. Since 1910, Everlast has been the preeminent brand in the world of boxing and is among the most dominant brands in the overall sporting goods and apparel industries.

Over the past 96 years, Everlast products have become the "Choice of Champions", having been used for training and professional fights by many of the biggest names in the sport. Everlast is the market leader in nearly all of its product categories, responsible for leading eight of the top ten boxing equipment products in sales.

In addition to producing and marketing the equipment and accessories, Everlast Worldwide Inc. licenses its brand to providers of men's and women's sportswear and active wear, children's wear, footwear, watches, cardiovascular exercise equipment, nutritional foods and gym/duffel bags to name just a few categories.

Everlast products have been used by such boxing greats as Joe Frazier, Joe Louis, "Sugar" Ray Robinson, Jake LaMotta, Larry Holmes, Mike Tyson, Evandeer Holyfield to name a few. With the launch of reality show "The Contender" and great movies like Academy award winning

"Million Dollar Baby", "The Cinderella Man" and "Rocky Balboa", the name Everlast will resonate louder than before.

Official Healthcare Partner: OTO

Traditional Therapies from the East. State-of-the-art technology from the West. A Bold, New Direction on Innovative Healthcare.

With over 20 years of experience in creating innovative healthcare products, OTO has refined its biomedical knowledge by perfecting the balance of traditional learnings from the East, and revolutionary technologies from the West. With this platform, OTO boasts a strong line-up of products and through collaborations with established manufacturers; the company aims to put an OTO product in every home in the Asia Pacific and then, the world.

SHAKE, SHAKE, SHAKE OFF THE FLAB!

OTO introduces the OTO FLABÉLOS FL-3000, the whole body vibration workout machine to the active women at Amore Women's Day Out 2007!

Developed based on the whole body vertical vibration theory, the OTO FLABÉLOS enhances proprioception that is the instant muscle reaction to external forces by our body. Now you can slip into your gym gear and step up to the balancing challenge that exploits the muscles your body uses to shake, shake, shake off the flab! This unique balance training workout improves your posture, blood circulation, core stability muscles performance as well as muscle strength, flexibility and co-ordination.

Official Magazine: SHAPE

SHAPE Singapore is Singapore's only monthly active lifestyle guide for women. It covers all aspects of living a well-balanced life, and provides the latest news and expert advice on health, wellness, nutrition, beauty and fitness.

Official Personal Care Store: Watsons

Watsons Your Personal Store is the largest health and beauty retail chain in Asia operating more than 1,500 stores and 1,165 pharmacies in 37 markets - Hong Kong, Taiwan, Mainland China, Macau, Singapore, Thailand, Malaysia, the Philippines, Korea, Turkey, Indonesia, Estonia and Slovenia.

In Singapore, Watsons celebrates its 19th Anniversary this year. Having achieved a high degree of consumer confidence, catering to a variety of lifestyles – from beauty to health to personal care, with an unrivalled diversity of products, Watsons continues to serve at present, with 97 stores in Singapore, with the opening of two stores Changi Airport Terminal 2 in 2006.

Building on its long-standing reputation for quality and innovation, Watsons' mission is to help people around the world to "Look Good, Feel Great, Have Fun". It offers a unique experience to customers through professional advice, interesting shopping environments and the promise of great value every day.