

Our ref : GB/SG/2012/EBrand/PureGold/001  
Date : 15 March 2012

**PureGold.sg Pte. Ltd.**  
190 Woodlands Industrial Park E5,  
Woodlands Bizhub #06-03,  
Singapore 757516  
Tel : +65-6372 5058

**Attn : Mr. Andy Loh**  
CEO



AWARDED ASIA PACIFIC  
TOP EXCELLENCE BRAND

**Re: Winner of The "Asia Pacific Top Excellence Brand Year 2012"**

In order to make an active effort in promoting outstanding brand to vast consumers, we Global Business Magazine, as one of the most authoritative and profoundly influential business magazine in this region have meticulously planned the nomination of "Asia Pacific Top Excellence Brand Year 2012" with professional, fair, and earnest prospects in view. The examining aspects include brand's image, longevity, esteem and familiarity, goodwill, customer loyalty and overall market acceptance.

After authentication and verification, it is our extreme pleasure to inform you that, **the editorial board of Global Business Magazine had unanimously decided on awarding your company's brand – PUREGOLD / A CITY IN GOLD as the winner of the**

**"Asia Pacific Top Excellence Brand Year 2012" .**

We are going to devote a spatial and intensive coverage for your company and product (**2 pages**) on **issue no: 50 (May 2012)**, the certificate will be presented to you at your company function as an encouragement too. Image of your company and brand will certainly gain a great improvement and become the top priority of consumers' choice.

Please do not hesitate to contact our General Manager-Marketing, **Ms. Jess Wang (+65-9006 0753)** or our headquarter at **+603-8071 5951** for further interview session arrangement.

We thank you for your support and hope that you are as proud to receive this award as we are to present it to you.

Thank you.

Yours faithfully,

A handwritten signature in black ink, appearing to be "Dr. Adam Tan PJK".

Dr. Adam Tan *PJK*  
President, Global Business Magazine

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荣获亚太杰出品牌

### 恭贺获选为《2012年亚太杰出品牌》

为积极推介优秀的企业品牌给广大的消费者，《商天下》作为亚太区最具权威性及影响力的商业杂志之一，特别精心策划，以专业、公平、认真的态度甄选《2012年亚太杰出品牌》。审核角度包括品牌印象、历史考验、品牌尊重度和熟悉度、品牌信用度、品牌忠诚度、品牌认同度。

《商天下》编务委员会经多番审核之后，认同贵企业之 PUREGOLD / A CITY IN GOLD 品牌，不论是在品牌印象、历史考验、品牌尊重度和熟悉度、品牌信用度、品牌忠诚度、品牌认同度方面，均有优越的表现，为企业品牌之楷模及典范，一致决定

**推举为《2012年亚太杰出品牌》。**

《商天下》将会委派专业采访编辑作二版的推荐报导，刊印于《商天下》第五十期(2012年5月份)。本社高阶领导也会在近期内，亲临贵公司颁发奖状，以资鼓励。您可以展望产品品牌及公司的良好卓越形象会有极大的提升，成为广大消费者优先选择的品牌，进而为您创造更大的业绩及更高的盈利。

特此专函祝贺，尚请与本社市场总经理，王筱雅 (+65-9006 0753) 或本社总部联络 +603-8071 5951 以作进一步的确认及活动经费细节的安排。

顺祝 百尺竿头  
更进一步

**Dr. Adam Tan PJK**  
商天下社长