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MEDIA RELEASE

NEO GARDEN CATERING SUPPORTS SINGAPORE TABLE TENNIS WITH \$300,000 CASH SPONSORSHIP

Neo Garden Catering, the flagship brand of Neo Group Limited, a leading diversified Food & Beverage services provider in Singapore, has stepped forward to support and promote Table Tennis as a world class sport through its cash sponsorship of S\$300,000 over the next three years. With the Neo Garden Catering branding placed on the front of the National Team jerseys, it affirms the ability of our Singapore table tennis talents to excel on the world sporting stage, reaching national and international audiences and garnering excellent exposure worldwide.

“I believe our sponsorship provides the perfect opportunity to allow youths to develop their passion for table tennis and nurture them to be the best that they aspire to be. I see a reflection of myself in them as I was equally fervent about table tennis many years back,” said Mr Neo Kah Kiat, Founder, Chairman and CEO of Neo Group Limited.

An enthusiast of table tennis, Mr Neo played the game since his childhood days and remembers it to be a very affordable sport that speeds up reflexes and hand-eye co-ordination. He still enjoys the game very much and with table tennis tables set-up both at home and in the workplace, he advocates a healthy lifestyle through table tennis.

Mr Neo quipped, “With our Group’s corporate social responsibility’s focus on the community, I hope that this sponsorship will help nurture aspiring table tennis talents in our community. Having won SPBA’s Most Popular Established Brand Awards in 2011 and 2012, Neo Garden Catering espouses STTA’s vision to make table tennis the most popular game in Singapore.”

“I’d like to thank Neo Garden Catering for supporting STTA. Sponsorships provide an essential resource for STTA’s sports excellence plans and allow for the continued growth and success of Singapore Table Tennis. So, I am heartened that Neo Garden Catering, a homegrown

enterprise, is likewise a strong supporter of a popular local sport,” said Er Dr Lee Bee Wah, Member of Parliament for Nee Soon GRC and President of STTA.

Er Dr Lee added, “The STTA will do our very best to earn Neo Garden Catering’s confidence and trust by giving them excellent brand awareness. And this new partnership is hopefully just the beginning of a long and positive relationship between Neo Garden Catering and the STTA.”

The sponsorship renewal signing ceremony was held on 4 March 2014 at 11am at STTA.

About STTA

Singapore Table Tennis Association (STTA) is a National Sports Association affiliated to the Singapore National Olympic Council (SNOC) and Singapore Sports Council (SSC). Our mission is to develop world class table tennis players by identifying, nurturing and motivating aspiring table-tennis talents to become the best that they could be. STTA is also committed to promoting table tennis vigorously by building a significant number of table tennis players to help make a vibrant sporting Singapore. Our vision is to make table tennis the most popular game in Singapore.

Visit www.stta.org.sg.

About Neo Garden Catering

Neo Garden Catering, a member of Neo Group Limited (ranked by Euromonitor as the number one events caterer in Singapore) and itself the No. 1* Caterer in Singapore, has devoted itself tirelessly to serving quality buffets to households and corporations across Singapore since 1992. Founded on a strong conviction that caterers are just as good, if not better, than restaurants, our philosophy of “delivering the restaurant to you” forms the cornerstone of our award-winning brand. Having won Singapore Prestige Brand Award’s Most Established Brand for 2 years running and being inducted into SPBA’s Hall of Fame last year is testament to the excellent restaurant-quality food and impeccable service and buffet set-ups in Singapore.

Visit www.neogarden.com.sg

**Based on research conducted by The Nielsen Company (Singapore) Pte. Ltd. "Neo Garden was the top brand of General Food Catering Service Singapore residents cited when asked for the brand of catering service they are aware of."*

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