



## NEWS RELEASE

*For immediate release*

### Tremendous Success of “Anything” & “Whatever” Beverages

**Singapore 18<sup>th</sup> June 2007** - “**ANYTHING**” & “**WHATEVER**” beverage which hit Singapore market on 18<sup>th</sup> May 2007 with its new concept and attention-grabbing advertisements in various media was sold out in most retail outlets, an unprecedented response in beverage retailing.

Almost all the distribution outlets kiosks have completely sold out on these drinks. Consumers are asking for more and the company that markets the products, Out of the Box Pte Ltd is stepping up production to meet the overwhelming response. It will however take about one to two weeks before the shelves could be fully stocked up.

On the retail front, various retailers commented positively on the sales for the drinks and are placing bigger quantities of repeat orders to cater to consumer demand.

“More than **3.5 million cans** of Anything and Whatever were sold from the first day of launch till 18<sup>th</sup> June over 31 days, with 50% of Whatever drinks, and 50% of Anything drinks. We are really overwhelmed by the unexpected good response and are doing our best to increase the frequency of distribution to cater to the demand,” said **Mr Johnson Tan, Managing Director of Out of the Box Pte Ltd**,

The company also sold more than 50,000 cans of drinks during the recent Singapore Food Expo from 25 to 29 May 2007, donating the last day proceeds of about **SGD6,300** to St Joseph’s Home and Hospice.



OUT OF THE BOX PTE. LTD.

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TEL: +65 6309 0990 FAX: +65 6309 0996

[WWW.ANYTHING.COM.SG](http://WWW.ANYTHING.COM.SG)

COMPANY REGISTRATION: 200404346W

GST REGISTRATION: 20-0404346-W



Observations by the company revealed that consumers who bought the drinks ranges from the young to the old, which is indeed what Mr Johnson Tan is targeting at – the mass market.

Favorable reviews were also sent to the company complimenting the uniqueness and creativity of the drinks concept as well as its advertisements. Many were impressed with its TV commercials and website. Website traffic was more than 100,000 hits since the launch, and many are still logging on to website to explore.

Requests from international media such as **BBC World News, Breakfast Television on City TV (Vancouver, Canada), Realm Media Co., Ltd (China), Barlife, SalesGuru, VS Magazine, Global Innovation Report, Sekret Firmy, VESCH, INSTYLE, FLAIR, STORES (National Retail Federation)** also poured in requesting to feature "Anything" and "Whatever" in their media.

BBC World News Producer, Ms Estelle Doyle, for Culture Shock commented that this is their first time interviewing a Singapore brand/company on their program on June 18<sup>th</sup>. The interview can also be heard on this link:

[http://www.bbc.co.uk/worldservice/programmes/culture\\_shock.shtml](http://www.bbc.co.uk/worldservice/programmes/culture_shock.shtml)

There were also overseas enquiries regarding their interest to represent this unique brand and distributing them in their countries such as Malaysia, India, USA, London, Africa, Pakistan and Dubai.

Such is the tremendous success of a Singapore brand that has taken the market by storm, creating raving reviews in various blogs and online forums such as:

**[http://www.springwise.com/food\\_beverage/soft\\_drinks\\_for\\_the\\_undecided](http://www.springwise.com/food_beverage/soft_drinks_for_the_undecided)**

**<http://themundaneparadigm.blogspot.com/2007/05/anything-whatever-drinks.html>**

**<http://riskylee.blogspot.com/>**

**<http://sparkbugg.wordpress.com/2007/05/29/324-bright-idea-whatever-and-anything-drinks/>**

**<http://guitar4christ.com/postp305454.html>**

And the drinks is already listed in:

**[http://en.wikipedia.org/wiki/Anything\\_and\\_Whatever\\_\(soft\\_drinks\)](http://en.wikipedia.org/wiki/Anything_and_Whatever_(soft_drinks))**



## **Official Drink for Singapore Food Festival**

"Anything" and "Whatever" is proud to be the Official Drink for the **Singapore Food Festival 2007** from 29<sup>th</sup> June to 31<sup>st</sup> July 2007.

**A press conference scheduled on 20 June 2007 will be held at Le Meridien Hotel from 10.30am to 1.00pm**

### **Panelist**

- **Mr Andrew Phua, Director, Tourism Shopping and Dining, Singapore Tourism Board**
- **Mr Chester Chu, Vice President, Reed Exhibitions Pte Ltd (Singapore)**

### **Agenda**

<b>10.30am</b>	<b>MC of event to welcome invited guests, members of the media and introduce panelist</b>
<b>11.00am</b>	<b>Speech by Mr Andrew Phua</b>
<b>11.10am</b>	<b>Speech by Mr Chester Chu</b>
<b>11.15am</b>	<b>Questions &amp; Answers</b>
<b>11.30am</b>	<b>Showcase on Singapore Food Festival 2007</b>

**The media is invited to attend this press conference. Please contact our appointed PR agency to RSVP your attendance.**

Check out more information on [www.anything.com.sg](http://www.anything.com.sg)

**- ENDS -**

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***For more information on "ANYTHING" & "WHATEVER" or to arrange an interview with Mr Johnson Tan, or any persons mentioned in the press release, please contact:***

### **MEDIA CONTACT: AT MARKETING CONSULTANCY**

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## **Feedback From Consumers**

*"Tasted the Singapura creations since day one after its launch, till now (and I mean NOW). Despite the fact that I already had in mind what I wanted to drink, I'd still grab a 'Whatever'; Reason being my new-found gambling habit ----- guessing what's the flavour in a can of 'Anything'. This always adds on a certain je ne sais quoi to that few minutes of thirst-quenching glucose indulgence. I simply enjoyed every single drop."*

**Shirley Lim, 19 years old, Student**

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*"Dear Anything and Whatever!  
18 may is my birthday and thanks for showing my birth date all around Singapore creating a mysterious day which I am anticipating for! ? Although I was wondering initially what will happen on this big day of ours or will I get anything or whatever from the website, it turns out to be a pleasant surprise! I even placed my birthday wish on the tree of hope in the teaser! CONGRATULATIONS for the launch and look forward to see Anything and Whatever on sale all around Singapore!*

*I also managed to try the "whatever" drink at the Singapore Food Expo on Monday. I got the Crysanthemum flavour. It has a unique taste that is different from other brand. Getting other flavours will highly depend on luck. Its an interesting concept of Out of the Box Pte Ltd."*

**Biaogang, 26, Staff (NUS Computer Centre)**

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*"Hey crazy people out there! Congratulations! You will hit the market. I was looking for anything on May 18th but you gave me nice drink hahahahah! Great man! And TVC and print ad are too good. Being a media person you attracted me ! I was attracted! Good luck. Keep it up."*

**Usha bhatta (Nepal/Singapore PR). 28, Administrative Executive**

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*"I just want to let you guys know that the drinks are fantastic especially "Anything". And the wacky advertisement are really great! Keep it coming! Check out my blog about the 2 new drinks."*

**[http://kcarclubsg1975.spaces.live.com/blog/cns!E0053EAB3FDFF363!569.entry?\\_c=BlogPart](http://kcarclubsg1975.spaces.live.com/blog/cns!E0053EAB3FDFF363!569.entry?_c=BlogPart)**

and **<http://kcarclubsg1975.spaces.live.com/>**

**Allan Lee, 31, Assistant Director**

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### **About Out of the Box Pte Ltd**

Established in Singapore since 2004, **Out of the Box Pte Ltd** was set up with the vision to put forth in the market anything that is truly 'out of the box'. Operating their business in a vastly different manner from other, Out of the Box Pte Ltd comprise a dedicated and creative team with lots of passion for their creative ideals that welcomes innovative ideas and new challenges.

We are an independent, growing and dynamic organization. Our mission is to create innovative products that are refreshing and brightens consumers' life.

Moving forward, Out of the Box Pte Ltd hopes to achieve regional presence for Anything and Whatever beverages.