



PRESS RELEASE

FOR IMMEDIATE RELEASE

Novomatrix, Asia's Largest Window Film Company, represents Singapore at Automechanika Shanghai

5 December 2009, Singapore – Novomatrix Pte Ltd (NVP), Asia's largest window film company will be representing Singapore and making its inaugural debut at the Automechnika Shanghai Exhibition in China.

NVP is proud to showcase its international brands, V-KOOL® and Hüper Optik® under the Singapore Pavilion on cutting edge window film technology at the Shanghai New International Expo Centre from the 9th to 11th December 2009.

With automotive growth in sight for many countries in 2010, brands under NVP, such as V-KOOL® and Hüper Optik® are poised to ride the crest of growth. "Under the automotive programme for Energy Efficiency Opportunities for business partners, NVP will be providing business opportunities for entrepreneurs and businesses in the automotive industry a chance to represent V-KOOL® or Hüper Optik® as their product offerings," said Ms Yeo Yin-Yin, Group General Manager of Novomatrix Pte Ltd.

V-KOOL® is recognized globally as the leader in providing daylight harvesting and energy efficiency solutions through advanced thin film coatings for automotive glass. It is offered on a franchise business arrangement whereby proven format of operating the V-KOOL® business will be transferred to appointed franchisees. V-KOOL® advanced climate control coatings are produced in the United States. It is spectrally selective in nature and possesses high heat rejection capability. For example, V-KOOL® 70 is capable of allowing 70% of visible light through the front windscreen while cutting off up to 94% of sun's infra-red heat and 99% of ultra-violet rays. It also enables car owners to achieve 3% fuel economy and reduce 132 kg per car per annum with the advanced climate control coatings. To date, the V-KOOL® technology is widely adopted by more than 20 million car users around the globe and growing.

Hüper Optik®, the other brand, participating under the Novomatrix umbrella, introduces the world's first advanced multi-layered ceramic coated films. It is offered on a distribution plus mode basis to inculcate best practices and a successful way of operating the business to potential dealers. The differentiated Hüper Optik® technology is patented and originated from Germany. The X3 Ceramic series are constructed with additional layers of ceramic, where ordinary ceramic coatings commonly available in the market only have typically one layer. In a league of its own, the Hüper Optik® nano-ceramic films give car owners high thermal heat insulation, high definition clarity, low visible light reflectance and unsurpassed durability. For example, the C20 rejects up to 91% of infra-red heat and allows 21% of visible light to pass through. The patented multi-layer ceramic technology is widely adopted by automotive dealerships around the world.

The V-KOOL® and Hüper Optik® booths will be located at numbers W1C20 and W1D21.



About Novomatrix Pte Ltd

Novomatrix Pte Ltd (NVP) is a joint venture between Globamatrix Holdings and Southern Capital Group, headquartered in Singapore with regional offices in Houston, Dubai, Tokyo, Shanghai, Beijing and Shenzhen. It is a market leader in the spectrally selective window film business operating several global brand names including V-KOOL[®], Huper Optik[®], Nanolux[®], IQue[®] and Sun-X[®]. NVP has market presence in over 30 countries with distribution reach in more than of 1,000 outlets worldwide. In many of the markets it serves, V-KOOL[®] and Huper Optik[®] are market leaders with unparalleled brand awareness and loyalty. It has won numerous accolades including the Consumer Best Buy, Superbrand (Singapore) and Franchisor of the Year awards.

About Globamatrix Pte Ltd

Globamatrix Holdings Pte Ltd (GMX) is a closely held entity, with key investments in the window film as well as food and beverage businesses. It is a brand developer, enabler and operator owning distinguished trademarks through the affiliated companies under its stable. Apart from the window film business, the GMX group owns, operates and franchises 36 Pastamania restaurants in Singapore, Malaysia, India Dubai, Kuwait and Indonesia. It employs in excess of 500 staff and has its headquarters in Singapore. The GMX group has won several accolades including the Enterprise50, Fastest Growing 50, Franchise Excellence and Franchisor of the Year awards over the years. Its two founding directors were named Entrepreneur of the Year in Singapore in 2004.

About Southern Capital Group

Southern Capital Group is a private equity fund which invests in leading businesses, partnering with successful management teams in differentiated high-growth companies. Founded in 2004, Southern Capital Group makes private equity investments on a pan-Asian basis, contributing both capital and management expertise with the objective of maximizing operational and shareholder value. Southern Capital Group's investors comprises of leading global financial institutions, including banks, insurance companies and government investment entities, corporate investors and high net worth individuals. Its principals and advisors include an ex-Prime Minister, former and current Chairmen and CEOs of some of Asia's largest companies, business and government leaders, senior management and strategy consultants.

For more information or media interviews, please contact,

| V-KOOL[®] International Pte Ltd | Huper Optik[®] International |
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