



For Immediate Release

Tyrepac sponsors the Formula DRIFT ProAm Series 2009

Singapore, 26 June 2009 – Tyrepac, Asia's first and largest online tyre retailing site, today announced its Sponsorship of the Formula DRIFT ProAm Series 2009, which is set to be held from the 4th to 5th of July, 2009, at the Changi Exhibition Centre.

“Tyrepac operates an innovative and sexy concept in tyre retailing. Drifting is a relatively new and sexy motor sport. The fact that the two can come together is truly meant to be.” said Tyrepac Managing Director, Ler Hwee Tiong. “Tyrepac is proud to be associated with the Formula DRIFT ProAm as one of the sponsors of this event.”

This year's Formula Drift Singapore marks the second year for the event, and it will take on a different format from the inaugural event to feature amateur drift drivers from all around the region. The Formula DRIFT ProAm Series 2009 is organized by ESPN STAR Sports (ESS) and presented by the Singapore Traffic Police. Binter & Co. Pte Ltd are technical consultants and hold the rights to the Formula Drift series in Singapore.

About Tyrepac

Tyrepac is Asia's first and largest online tyre retailing website. It provides consumers with a portal to compare tyre brands, patterns, and prices. Upon purchase, customers can choose one of its island-wide fitment stations for fitment, or opt for Tyrepac's mobile service – which does door step tyre fitment and oil change. Registered and headquartered in Singapore, Tyrepac is funded by SPRING Singapore under the Logistics Capability Development Programme.

About ESPN STAR Sports

ESPN STAR Sports is a 50:50 joint venture between two of the world's leading cable and satellite broadcasters. As Asia's definitive and complete sports broadcaster and content provider, ESPN STAR Sports combines the strengths and resources of its ultimate parent companies – Walt Disney (ESPN, Inc.) and News Corporation Limited (STAR) – to deliver a diverse array of international and regional sports to viewers via its encrypted pay and free-to-air services.

ESPN STAR Sports showcases an unparalleled variety of premier live sports from around the globe 24 hours a day to a cumulative reach of more than 310 million viewers in Asia. ESPN STAR Sports has 17 networks covering 24 countries, each localised to deliver differentiated world-class premier sports programming to Asian viewers. This includes ESPN SEA, ESPN China, ESPN Hong Kong, ESPN India, ESPN Malaysia, ESPN Philippines, ESPN SEA 2, ESPN Taiwan, MBC-ESPN

(Korea), STAR Sports Asia, STAR Sports Hong Kong, STAR Sports India, STAR Sports Malaysia, STAR Sports SEA 2, STAR Sports Southeast Asia, STAR Sports Taiwan, and STAR Cricket.

On the ground, the ESPN STAR Sports Event Management Group manages and promotes premier sporting events around Asia. ESPN STAR Sports aims to reach consumers at any time, any place and through all new media platforms, both internet and mobile. The multi-lingual, online platforms, espnstar.com, espnstar.com.cn and espnstar.com.tw and footballcrazy.tv interact with millions of users providing them with in-depth sports news, results and competitions. Developed for the sports fan that is constantly on the move, *mobileESPN* and STAR Sports Mobile delivers differentiated mobile content targeted at its various audiences. *mobileESPN* enables the serious sports fan to follow their favourite sports more closely than ever before with a combination of specially produced video news clips, in-depth news coverage and analysis. STAR Sports Mobile aims to provide interactive and entertaining opportunities to engage with sports, delivering exclusive video excerpts from leading football clubs Arsenal and Liverpool as well as highlights from STAR Sports original programmes covering opinions, instructional tips and the latest online game reviews.

About Binter & Co

Binter & Co. Pte. Ltd. is the proud distributor of the Firestone, Goodyear, Kumho, Nankang and Cooper tire brands.

Binter & Co is an established name in the tyre industry having been in this business for over 25 years. Notwithstanding the age of the company; they are an innovative and progressive corporation constantly looking for new methods to improve their value-add to both retailers and end-users. Binter & Co has developed strong relations with manufacturers and established long-term goals for mutual success. Binter & Co has grown from strength to strength and today is a leading tire distributor in the industry. Their average gross revenue (based on last 3 years) is 70 million SGD per year; placing Binter & Co in the higher spectrum of tire distributors in Singapore and the region.

In recognition of Binter's success, the company has been ranked in the Singapore Enterprise 50 listings for the past five years. The Enterprise 50 is jointly supported by Spring Singapore and the Business Times. It has become the definitive list of the fifty most enterprising, privately-held companies in Singapore.