



OGAWA World Berhad Ventures Into Sole Distributorship of Health Diagnostics Product For ASEAN and Other Parts of Asia

Enters Distribution Agreement with V-Patch Medical Systems Pty Ltd to Distribute World's First On Board Real-Time Cardiac Analyzer

Kuala Lumpur, October 8, 2009 – Main Board listed OGAWA World Berhad (OGAWA, 5128), will venture into the distribution of clinical diagnostics products through a sole distributorship agreement with Australia-based V-Patch Medical Systems Pty Ltd, the developer of the V-Patch, the World's 1st on board Real-Time Cardiac Analyzer.

OGAWA World Berhad is a home-grown company principally involved in the product design and development, marketing, retailing, distribution, and servicing of health and wellness equipment as well as supplementary appliances under its own trademark registered brand name, OGAWA, and is best known for its massage chairs, foot massagers and other healthcare equipments.

Under the terms of the distribution agreement OGAWA will hold exclusive distribution rights for the V-Patch On Board Real-Time Cardiac Analyzer in 9 countries across ASEAN, and other parts of Asia. V-Patch will be the first third party product to be distributed by OGAWA.

Currently, the Group has 150 outlets across 26 cities and 9 countries namely Malaysia, Singapore, China, Hong Kong, Indonesia, Australia, Vietnam, Myanmar and the Kingdom of Saudi Arabia.

OGAWA aims to leverage the strength of its ready distribution network across nine countries with strategically located retail outlets, trained staff, logistics support for delivery, servicing facilities and capabilities as well as wide experience in marketing health and wellness products in the marketing and distribution of V-Patch.

"The group has been looking for synergistic products that can help us boost revenues and add more depth to our offering while complementing our existing

products in terms of target market, demographics and retail habits," said Mr. Louis Chong, Executive Director, Ogawa World Berhad.

According to the company's analysis, while OGAWA's core buyers in most countries are above 25 years old a significant number of purchases are made for and on behalf of the buyers' parents with the average price range between RM3,000 to RM7,000.

"From a marketing perspective, OGAWA is well accepted among a demographic of those willing to spend to ensure the health, wellness and comfort of themselves and their family members. OGAWA is a trusted name and one that has a certain status and prestige attached to it," Mr. Chong explained.

Based on the information provided by the Ministry of Health Malaysia, cardiovascular diseases has been a leading cause of death in Malaysia since 1970. According to the World Health Organisation (WHO), 16.7million¹ people around the world die of cardiovascular diseases (CVD) each year, which is about one in every three deaths.

Information from the WHO also shows that in developed as well as developing countries, between 40 to 75 percent² of all people who suffer a heart attack die before reaching a hospital and receiving treatment.

According to V-Patch Medical Systems Pty Ltd Founder and CEO, Mr. Peter Taylor, the V-Patch addresses an important need in mainstream cardiology. The system builds on the existing global practices of early identification and subsequent treatment of at-risk cardiac patients. It does so in a far more cost effective manner, utilising established telecommunications infrastructure and capturing critical patient data as and when cardiac events occur.

"Patients have full mobility and do not need to be admitted to a hospital for observation as they wear slim-line disposable "patches". These are connected to a small device (known as v-pod) with built-in intelligence that collects, analyses and

¹ (Atlas of Heart Disease and Stroke, WHO, Sept. 2004)

² Integrated Management of Cardiovascular Risk. Report of a WHO Meeting, Geneva, July 2002

transmits to treating physicians, by utilizing existing cell phone networks and the internet," Mr. Taylor said.

He estimated the size of the Holter market, a similar test to V-Patch, in Australia; at about 200,000 tests done annually, and growing at approximately 9% to 12% every year. Australia has a population of 22million.

In closing Mr. Chong said that the company is optimistic about prospects from V-Patch due to the needs of the markets it operates in and the exclusivity of this cutting edge product.

"The company will continue to explore new market opportunities such as V-Patch and pursue steady expansion as it becomes a global player," Mr. Chong concluded.

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About Ogawa World Berhad

Listed on the Main Board of Bursa Securities on 18 April 2007, Ogawa World Berhad is a home-grown company principally involved in the design and development, marketing, retailing and distribution, and servicing of health care equipment and supplementary appliances under its own trademark registered brand name, OGAWA.

Currently, the Group has 150 outlets, across 26 cities in 9 countries, namely Malaysia, Singapore, China and Hong Kong, Indonesia, Australia, Vietnam, Myanmar and the Kingdom of Saudi Arabia.

Its emphasis on innovative product designs and strong brand development has accorded the Group with a number of prestigious awards including Malaysia Most Valuable Brand 2008, Best International Brand Award 2004/2005 and Superbrands Malaysia 2005, as well as being awarded the first overseas accreditation by Superbrands Singapore, under the Consumers' Choice category in 2006.

For more information about Ogawa World Berhad, please visit www.ogawaworld.net

About V-Patch Medical Systems Pty Ltd

V-Patch Medical Systems Pty Ltd is an Australian-based company which has contracted InteleSens from Belfast Northern Ireland to design, develop and manufacture a system of miniaturised, wearable, non-invasive and non-obtrusive biosensors comprising disposable "patches" and non disposable, wearable, "smart-analysis", modules with wireless connection to cell phone networks and the internet.

The system builds on the existing global practices of early identification and subsequent treatment of at-risk cardiac patients but does so in a far quicker and cost effective manner utilising established telecommunications infrastructure and capturing all critical patient data as and when cardiac events occur.

V-Patch Medical Systems quality management systems are fully certified to ISO9001:2000, ISO 13485, GMP. The CE Mark has been obtained. TGA approval and FDA clearance with 510(k) approval to market are currently being sought.

V-Patch Medical Systems Pty Ltd was first incorporated in 1997 and the V-Patch system development began in 2002 in earnest with InteleSens shortly afterwards and resulted in joint ownership of a number of patents. InteleSens has considerable experience in biosensor technology and cardiac rhythm recognition, its founders having been pioneers in the development of out of hospital defibrillation and lately, public access defibrillation that requires fast and accurate rhythm recognition.