



## NEWS RELEASE

*For immediate release*

### **"Anything" & "Whatever" Beverages Promise a Surprise, Every Time**

**Singapore 17<sup>th</sup> May 2007** - A surprising and exciting range of beverage products is set to hit Singapore on 18 May. **"ANYTHING" & "WHATEVER"** is a radically new concept in beverage product retailing.

The **"ANYTHING" & "WHATEVER"** range of beverages features 12 popular flavours.

The **"ANYTHING"** range features six uniquely **effervescent carbonated soft drink** flavours including Cola, Cola with Lemon, Apple, Fizz Up, Cloudy Lemon and Root Beer. The **"WHATEVER"** range comprises **refreshing non-carbonated** Ice Lemon Tea, Peach Tea, Apple Tea, White Grape Tea, Chrysanthemum Tea and Jasmine Green Tea. **The recommended retail price is SGD 1.20 per can.**

And here's the twist: every beverage has generic packaging so the first sip of **"Anything" or "Whatever"** promises a surprise, every time. In what is a first for beverage products, consumers are expected to embrace the unique surprise-packaging concept.

**"ANYTHING" & "WHATEVER" is a project by** Out Of The Box Pte Ltd. **Products will be available in major supermarkets, coffee shops, convenience stores and petrol kiosks across the island.**

**Mr Johnson Tan, Managing Director of Out of the Box Pte Ltd stated,** "The concept was developed through the experience a group of friends and I kept having whenever we were out at a gathering, a coffee shop, or even at home. People kept telling us they just wanted 'anything' or 'whatever' whenever we asked them what they wanted to drink. My friends and I discussed this and found the concept really interesting. So with the support of my friends, I decided that 'anything' and 'whatever' would be a great idea for a **unique Singapore beverage.**"

Likewise, when customers order **"ANYTHING" or "WHATEVER"**, there will also be a surprise element as they would not know which drinks they will be receiving too!

The marketing campaign for **"ANYTHING" & "WHATEVER"** promises unprecedented consumer anticipation with commitments to teaser and launch campaigns for **800 bus stops, radio advertising on Class 95, 98.7FM, Yes 93.3, and Love 97.2, cinema advertising, in-store media and TVC's with Channel 5, Channel U and Channel 8** over a one month period.

The official website for **"ANYTHING" & "WHATEVER"** is [www.anything.com.sg](http://www.anything.com.sg) which will be launched on 10 May. Members of the public will be encouraged to log on to the website and register, make a wish and to find out more about **"ANYTHING" & "WHATEVER"**. They will be teased with questions on what is **"Anything" & "Whatever"**, playing some simple online games before they proceed to make a wish. This will lead on

OUT OF THE BOX PTE. LTD.

700 BEACH ROAD, #04-08, IN CITY LOFTS, SINGAPORE 199598

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



to some interesting cartoon animation whilst still continue to tease the audience that their 'dreams will come true' on 18<sup>th</sup> May which is the official launch date. All wishes and the person's name will be 'planted' and indicated on the leaves of the tree. More wishes can be added.

As part of its commitment to a successful advertising and marketing campaign, Out Of The Box Pte Ltd has engaged the services of the number one ranked director for TV commercials, **Mr. Thanonchai Sornsriwichai**. Mr Thanonchai was the most awarded director in the world in 2006, achieving wins at Cannes Lions, The One Show, Clio Awards, Media Awards and the Adman Awards.

**Mr Alan Lee, Managing Director of Banquet Holdings Pte Ltd** stated, "We are looking forward to the launch of "ANYTHING" & "WHATEVER" because it is a unique concept in beverage retailing. We expect consumers to love the element of surprise and enjoy the humorous advertising of "ANYTHING" & "WHATEVER"."

**Mr Raymond Chow, Vice President of Monarch Beverages** commented, "ANYTHING" & "WHATEVER" is a novel concept never seen before in Singapore and shows great entrepreneurial spirit. We definitely think "ANYTHING" & "WHATEVER" will create another wave in the local beverage scene. It is a truly unique Singapore brand, original and fun that reflects Singapore lifestyle!"

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

#### About Out of the Box Pte Ltd

Established 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.

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**For more information on "ANYTHING" & "WHATEVER" or to arrange an interview, please contact:**

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

**Agnes Tay**  
Marcoms Director  
Mobile : 9477 7838  
Email: [agnes@atmc.com.sg](mailto:agnes@atmc.com.sg)

**Sim Siva Sally**  
PA/Media Executive  
Mobile: 9105 1888  
Email: [sally@atmc.com.sg](mailto:sally@atmc.com.sg)

Enclosed: DVD-Rom Press Kit which includes hi-resolution images, TVC, radio ads, bus ads, golf media,

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