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MEDIA RELEASE

FOR IMMEDIATE RELEASE

NEW Mama Magica Ultra Concentrated Dishwashing Liquid **1 Smart Drop that works like Magic!**

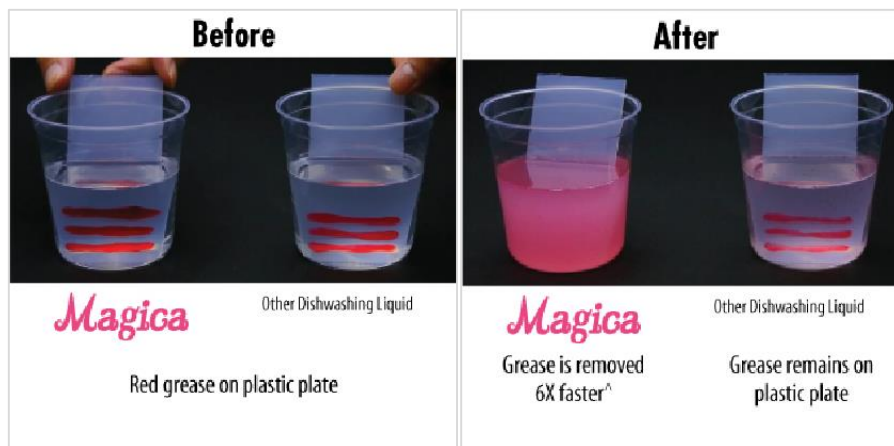


Everyone wants to enjoy and live life easier amidst having a busy lifestyle. Cooking for the family and bonding with friends over home-cooked meals are some of the best enjoyments. We value this and that is why we have extended the enjoyment even to dishwashing.

In line with Lion's corporate philosophy to provide superior products that offers solution in the daily lives of people, Lion leads in with Smart Living through Lion Japan Nano-Washing Technology by introducing a new range of ultra-concentrated products which sets a new performance standard in the dishwashing and laundry category.

Mama Lemon, **No. 1 Dishwashing Liquid Brand in Singapore⁺⁺**, introduces **NEW Mama Magica Ultra Concentrated Dishwashing Liquid** that has smart degreasing power for quick and easy dishwashing process, suitable for the modern lifestyle of consumers in Singapore.

Using proprietary Lion Japan Nano-Washing Technology, Mama Magica penetrates and breaks down grease into **1000 times smaller size[#]** almost instantly at nano level. Grease is removed **6 times faster[^]**, sliding off like water effortlessly.



Ultra concentrated, **1 drop of Mama Magica equals to 6 drops of ordinary dishwashing liquid.** With its longer foam lasting ability, cleaning greasy dishes has become easier as you can save the hassle of having to add more dishwashing liquid onto the sponge and rinse the dishes repeatedly. Mama Magica also effectively **eliminates 99.9% harmful bacteria⁺** yet **safe and gentle on hands.**

1 smart drop and it works like Magic! With Mama Magica, washing dishes has become so easy! Easy dishwashing leads to happy living!

*[#]Compared to Other Dishwashing Liquid in Singapore [^]Compared to Other Concentrated Dishwashing Liquid in Singapore ⁺Tested by Japan KAKEN Center ^{**}Based on Nielsen Retail Audit as at MAT Aug 2014*

Retail Price

Mama Magica Ultra Concentrated Dishwashing Liquid 230ml: \$3.50/pc



Mama Magica Ultra Concentrated Dishwashing Liquid 600ml Refill: \$6.90/pc



Available in 2 fragrances: Merry Berry & Zesty Orange – in all leading supermarkets and retail outlets.

LION CORPORATION SINGAPORE

Since its inception in 1982, Lion Corporation Singapore Pte Ltd, a wholly owned subsidiary of Lion Corporation Japan, has marketed an extensive collection of successful brands and innovative products across various segments. Lion products are reputable household names, symbolic with superior, environmentally friendly products that promote health and cleanliness, to help people with more comfortable lives.

Existing brands in LION's comprehensive range of products include Mama Lemon Dishwashing Liquid, TOP Detergent, Essence Delicate Laundry Detergent, Look Detergent, Shokubutsu Body and Facial Foam, Kirei Kirei Anti-bacterial Hand and Body Soap, Kodomo Baby and Children toiletries, Kodomo Children Oral Care, Systema Advanced Gum Care System, Fresh & White and Zact Toothpastes. All of these products enjoy high brand awareness and major shares in their respective markets.

For more information: visit <http://www.lioncorp.com.sg>

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For product enquiries, please email to: marketing@lioncorp.com.sg