



PRESS RELEASE

FOR IMMEDIATE RELEASE

Novomatrix Creates Presence in Australia with Expo Participation

20 April 2009, Singapore – Novomatrix Pte Ltd (NVP) forays into the Australian market by taking part in designEx 2009, Australia's most comprehensive interior architecture and design event.

"We believe in the market potential of Australia and that the brands under Novomatrix, such as IQue™ and Huper Optik®, will thrive in a country who believes in energy efficiency and conserving the environment," said Ms Yeo Yin-Yin, Group General Manager of Novomatrix Pte Ltd

Novomatrix is proud to be one of the top companies gathering at designEx to celebrate the latest trends and innovations in modern design and interior architecture.

IQue™, one of the brands under Novomatrix, offers a wide range of films which are the ideal solution for architects, building project managers, and business and homeowners who seek to bring the 'exterior' into interior and daylight harvesting, make buildings and homes not only visually appealing, but also environmentally friendly and energy-efficient. A clear glass house of 100 square meters, coated with IQue window film, can save about 10,600 kWh of electricity per year or a reduction of 9,500 kg of carbon dioxide (CO₂) emission. Such contribution in lowering energy consumption and air pollution has enabled IQue™ to be selected by the United States Environmental Protection Agency as an Energy Star Building Ally. The IQue™ technology has been utilized in numerous prominent buildings around the world such as the Brain and Mind Research Institute (Australia), American Institute of Architects, Shanghai Hilton Hotel, Raffles City (Singapore) and many more.

Huper Optik®, the other brand, participating in designEx, introduces the world's first advanced multi-layered ceramic coated films to the Australian market. The patented multi-layered ceramic technology is one of the most durable window films available in the market as it is capable of enduring the harshest environments, on both land and sea.

Last year, Novomatrix acquired Solamatrix, a major US solar film company, to increase the manufacturing capability for its stable of market-leading brands such as V-KOOL®, Huper Optik®, Nanolux®, IQue™ and Sun-X®.

"With an increase in public awareness and heightened importance by both the Australian government and society at large on going green, we believe that by leveraging on expertise of designers and architects in Australia, window films can be integrated in building designs without compromising on aesthetics and functionality," said Mr. Andrew Kwan, Director of Novomatrix Pte Ltd.

"For a sustainable future, window films can help to redesign the way we use the world, and this concept can enhance the ability of both home and commercial property owners to enjoy cost savings from energy efficiency improvements, such as climate control window films on windows, doors and skylights. This savings comes at a time when owners are seeking ways to reduce expenses in these challenging economic environment," said Colonel Wee Hian Woon, Director of Novomatrix Pte Ltd.



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,

Ms Christina Tan
Marketing Manager
Tel: +65-6276-0555
Email: christina.tan@v-kool.com