



22 October 2009

**Free Sampling is Most Promising Business Concept**  
- and Shell LiveWIREs inspired by virtual world

Today Ms Elfaine Tan, 20, clinched the Most Promising Shell *LiveWIRE* Award. The co-founder of Fr3b Pte Ltd – Singapore’s first online sampling platform – elaborates on her inspiration, “I wanted to reach out to fellow Singaporeans with something completely new and interesting. The idea of giving out free samples came to mind.”

This year, the Most Promising Shell *LiveWIRE* Award for entrepreneurs 25 years and below; is presented for the first time in addition to the top and merit Shell *LiveWIRE* awards.

The Shell *LiveWIRE* Awards 2009 showcases creative business models for our modern times. Finalists of this year’s awards present a wide spectrum of cutting-edge businesses that are unique to the marketplace. From **the first company in South East Asia accredited by both Yahoo! and Google**, to the provider of sophisticated financial services in virtual worlds, to a social enterprise for youths at risk, the diversity of the enterprises has been impressive especially since most of these start-ups are helmed by individuals in their 20s!

The awards are presented by Guest-of-Honour **Mr Lee Yi Shyan, Minister of State for Trade and Industry and Manpower**.

Since the inaugural awards in 2001, the biennial Shell *LiveWIRE* Award has gained momentum as a coveted award for young enterprising individuals. In fact, enquiries started rolling in even before the launch of the award in June this year.

The Shell *LiveWIRE* Awards continue to celebrate this spirit of entrepreneurship and aims to groom, recognise and reward the many young budding business owners with innovative and promising start-ups. **Chief Judge for the Awards, Mr Roger Lee, President of ITE Alumni Association**, sums it up, “I would like to encourage all entrants and winners of this year’s Shell *LiveWIRE* Awards to continue looking at things from a different perspective and reach new highs in their entrepreneurial endeavours. As they gain success, I hope they will in turn be an inspiration to the community through mentorship to other young Singaporeans.” (Please refer to Annex A for the list of winners.)

The Shell *LiveWIRE* Awards is co-organised by Shell Companies in Singapore and the Institute of Technical Education, in partnership with ITE Alumni Association and Singapore Press Holdings Chinese Newspapers Division. Not just an award, the Shell *LiveWIRE* Awards offer shortlisted applicants a holistic programme which includes insightful training workshops in business management and networking opportunities.

END.

---

For more information, please contact:

Valerie Ng  
Head, Public Communications, Institute of Technical Education  
Tel: (65) 6590 2066, or Email: Valerie\_Ng@ite.edu.sg

Caroline Loke  
Head, Social Investment, Shell Companies in Singapore  
Tel: (65) 6215 1218, or Email: Caroline.Loke@shell.com



**Winner of the Top *LiveWIRE* Award**

Name, Age: Mr Leonard Tan, 30  
Designation: Managing Director  
Company: PurpleClick Media Pte Ltd  
Website: <http://www.purpleclick.com>

**Being the first company in South East Asia accredited by both Yahoo! and Google, PurpleClick Media delivers strategic internet marketing solutions through Search Engine Marketing (SEM) – a cost-effective and performance-based online advertising channel that strategically converts online searches into qualified business leads on a Cost-Per-Click (CPC) model. Combined with complementary tools like Search Engine Optimization (SEO), Online Display Advertising, Web Analytics, and Email marketing, PurpleClick as the acclaimed industry leader, offers customised and result-oriented online marketing solutions to enterprises of varying size and business nature. PurpleClick, has since its inception in 2006, effectively executed over 2500 campaigns regionally.**

---

**Winner of the Most Promising Enterprise *LiveWIRE* Award**

Name, Age: Ms Elfaine Tan, 20  
Designation: Co-Founder  
Company: Fr3b Pte Ltd (pronounced as Freebies)  
Website: <http://www.fr3b.com>

Fr3b.com is Singapore's first online sampling platform, where consumers get samples/products for free to try. Fr3b promotes a try-before-you-buy concept which has benefited more than 37,000 members. To date, Fr3b has distributed over 180,000 samples & worked with more than 100 internationally renowned brands including Asience, Avalon, Covermark, Eucerin, Johnson & Johnson, L'OREAL and Neutrogena. In Aug 2009, Fr3b opened Singapore's first sampling concept store which allows members to redeem bulkier samples, conduct on-the-spot testing & enjoy a free shopping experience.

---

## Annex A



### **Winners of Merit LiveWIRE Award**

Name, Age: Mr Richardo Chua, 27  
Designation: Managing Director  
Company: Adrenalin Events & Education Pte Ltd  
Website: <http://www.adrenalin.com.sg>

Adrenalin Events & Education Pte Ltd is the only social enterprise that focuses on events management and events-related education. It believes in empowering youths-at-risk through events education and subsequently employing them to organise events. Adrenalin is committed to 30% youth-at-risk employment and a 5% profit reinvestment into their future. It has executed many corporate and government, campus, celebratory and community events. Their employment terms include training in events-related fields such as DJ & Sound Engineering, Events Management and Videography. Some of their clients include EDB, DBS and NTU.

---

Name, Age: Mr Joel Fu, 28  
Designation: Business Manager  
Company: Conversion Hub LLP  
Website: <http://www.conversion-hub.com>

Conversion Hub is the Digital Advisor to the Direct Marketing Association of Singapore and Singapore's first internet marketing company to be WebCEO Certified - the Standard de Facto for online marketing and is also used by Fortune 500 companies. Measurable and Transparent Performance of our internet marketing campaigns has always been the key focus of Conversion Hub's business strategy. Its mission is to create measurable and transparent results for its clients' internet marketing campaigns, from Electronic Mailer, Press Releases, Paid Advertising and emerging new viral media. Companies that we have worked with include SingTel, Bayer Healthcare, NHB, Packard Bell, SMU, NUS, Singapore Pools and many others.

---

Name, Age: Ms Aileen Sim, 26  
Designation: Co-founder & Director of Business Development  
Company: First Meta Pte Ltd  
Website: <http://www.firstmeta.com> & [www.firstmetaexchange.com](http://www.firstmetaexchange.com)

First Meta is a leading financial service provider for virtual worlds, social networks and online games, offering virtual currency related services to publishers and users. It launched the world's first virtual currency credit card, the MetaCard and was the only



in-world “bank” approved by Second Life. First Meta also recently beta-launched the First Meta Exchange (FMX), a currency exchange platform where users can trade virtual currencies safely and legitimately. The FMX is currently live in four virtual worlds – Second Life, Toribash, IMVU and Frenzoo.

---

## **Annex A**

### **Winners of Merit *LiveWIRE* Award (cont’d from previous page)**

Name, Age: Ms Eileen Feng, 23, Founder & Director  
Company: Take The Stage LLP  
Website: <http://www.takethestagenow.com>

Take The Stage is a training company that equips their clients (School Division and Corporate Division) with the confidence and competencies to communicate like professionals. With the proper mindset and skills training, their clients are equipped to take on the world and become inspiring and influential individuals. Besides conducting programs, Take The Stage also connects their clients with high-profile professionals through events, conferences, national-level competitions and community projects so that they can personally learn from other great communicators.

---