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**Tiger Balm U.S. Signs Olympic Gold Medalist Christian Taylor  
as Brand Spokesperson**

*Triple-jump champion to promote world-renowned pain reliever  
in person and on social media*

HAYWARD, Calif.--June 23, 2015--Tiger Balm U.S. ([www.tigerbalm.com](http://www.tigerbalm.com)) has finalized an endorsement deal with Olympic triple-jump champion Christian Taylor.

A standout track and field athlete, Christian Taylor set state high school records in the long jump, triple jump and 400m, and won numerous World Youth Championships while growing up in Georgia. He attended the University of Florida, where he won consecutive NCAA Indoor titles and also back-to-back NCAA Outdoor Championship titles in 2010 and 2011. Also in 2011 Christian won the Triple Jump World Championship in Daegu, South Korea - at 21 he was the event's youngest ever champion.

As a 22-year old member of the United States Olympic team, he won the gold medal in the triple jump at the 2012 London Summer Olympics, becoming the youngest man in 100 years to win the sport's Olympic title.

Christian now has his sights set on a repeat performance in the 2016 Rio Summer Olympics with Tiger Balm by his side.

As the topical pain reliever of choice for professional and amateur athletes alike, Tiger Balm has earned the trust of millions of users worldwide over the course of its nearly 100-year history. Like the leaping tiger that graces its logo, the product has earned a reputation of power and strength, making it an ideal fit for athletes like Christian Taylor who push themselves to their physical limits with activities that cause sore muscles, strains, and sprains.

"I compete against some of the best athletes in the world and am constantly pushing myself to perform at the highest levels possible," said Christian. "I am very excited about this partnership because Tiger Balm offers me pill-free pain relief to help my body recover from my grueling training regimen."

In the U.S., Tiger Balm has been endorsed by professional football players, tennis stars, sports trainers, and more recently with professional flatland BMX rider Terry Adams. Now, the company is pleased to add Christian Taylor to that select group.

He will promote the brand via his social media channels, and in person at numerous events and competitions throughout the year. Tiger Balm will also be highlighted in his documentary about his journey to the 2016 Olympics, as well as other video productions. Plans are in development to feature him in future Tiger Balm print and digital ad campaigns.

"We are delighted to have Christian Taylor represent the Tiger Balm brand," said Kenneth Yeung, Founder and President of Prince of Peace Enterprises, Inc., the sole licensed United States distributor for all Tiger Balm products. "He has a winning personality and is a fierce competitor who has reached the pinnacle of his sport. That he would use Tiger Balm while training for the 2016 Rio Olympics speaks volumes to the power of the product."

The endorsement partnership between Christian Taylor and Prince of Peace was negotiated by San Francisco-based Inception Marketing, Inc. ([www.inceptionus.com](http://www.inceptionus.com)), who has been the national marketing agency for the Tiger Balm U.S. brand since 2010.

### **About Tiger Balm U.S.**

Prince of Peace Enterprises, Inc. ([www.tigerbalm.com](http://www.tigerbalm.com)) introduced the world-famous Tiger Balm brand to the United States mainstream market in 1986 and has been the sole licensed U.S. distributor for all Tiger Balm products since.

Trusted by millions for nearly 100 years, Tiger Balm's time-proven blend of herbal ingredients provides safe and effective relief for sore muscles, arthritis, neck and shoulder stiffness, and just about any other minor muscle or joint aches or pains that come along.

Tiger Balm U.S. is on Facebook ([www.facebook.com/TigerBalmUS](http://www.facebook.com/TigerBalmUS)), Twitter ([www.twitter.com/Tiger\\_Balm\\_US](http://www.twitter.com/Tiger_Balm_US)) Pinterest ([www.pinterest.com/TigerBalmUS](http://www.pinterest.com/TigerBalmUS)), and YouTube ([www.youtube.com/user/TigerBalmUS](http://www.youtube.com/user/TigerBalmUS)).

Prince of Peace is headquartered in the heart of the San Francisco Bay Area, CA with additional branch offices in New York, Los Angeles, Hong Kong, China, and Malaysia.

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