



# Press Release

February 5, 2004

## **VITA Wins "Yahoo! Emotive Brand Awards" Beverage Category**

The results are finally out for "Yahoo! Emotive Brand Awards" online election from the middle of November to December 2003, where more than 15,000 online users cast votes to their favourite brands amongst various categories in the online election organized by Yahoo! Hong Kong.

VITA was the only local brand to stand out among 16 contenders to win the award in the Beverage category, making us the one and only local beverage company to have won the Yahoo! Emotive Brand Awards in the category for the second year running. This once again demonstrates that VITA products such as VITA Lemon Tea, VITA Distilled Water and VITA Juice Drinks have grown up with people in Hong Kong to be rooted in our hearts, and have become part of Hong Kong's heritage. Three cheers for our VITA brand and let's continue to work hard and strive to produce more high quality, great tasting and nutritious products for our customers!

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