



FOR IMMEDIATE RELEASE

For further information, please contact:

Tony Tan
The Pacific West Communications
Mobile : +65 9048 6981
E-mail: tony@thepacificwest.com

Kelly Teoh
Spirit of Enterprise
Mobile: +65 9763 9054
E-mail: kelly@soe.org.sg

**CALLING FOR PUBLIC VOTING FOR
SPIRIT OF ENTERPRISE AWARDS 2006**

Spirit of Enterprise invites the public to vote for their favourite entrepreneurs online from a list of 200 nominees of which 41 will be honoured at the Spirit of Enterprise Awards Ceremony in October

Singapore. August 16, 2006 – Spirit of Enterprise (SOE), the non-profit body that promotes and advances entrepreneurial spirit in Singapore, today announced the list of 200 nominees for this year’s Spirit of Enterprise Awards, and the availability of an online voting system for the public to vote for their favourite entrepreneurs. Results of the poll will be announced in September, and 41 finalists will be honoured at the Spirit of Enterprise Awards Ceremony in October this year.

Details of the 200 nominees and their business ventures are now available on the SOE Web site at www.soe.org.sg. Voters can peruse the success stories of the nominees online and decide who they should vote for, by the closing date on September 15. Voters may vote for a minimum of five nominees and a maximum of 41 nominees.

Votes from the public will help the SOE Board of Governors decide on the 41 finalists who will be honoured at the awards ceremony on October 23.

The success stories of the 200 nominees were developed by more than 100 local university, polytechnic, Institute of Technical Education (ITE) and junior college students through face-to-face interviews. In the process of interacting and communicating with these budding entrepreneurs while recording their success stories, SOE hopes to inspire and foster a sense of entrepreneurial spirit in students and young adults.



“We are pleased to announce that the number of nominees for this year has increased to 200 from 107 in 2005, and this is telltale of Singapore’s enduring prospects in business opportunities not just for big players but also smaller businesses. We hope the success stories of these promising entrepreneurs will continue to inspire and promote the enterprising spirit in all of us,” said Richard Eu, Chairman of SOE.

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Issued on behalf of the Spirit of Enterprise by The Pacific West Communications

NOTE TO EDITORS: For the complete list of nominees and their success stories, please refer to <http://www1.soe.org.sg/soevote/public/nomineenamelist.php?year=2006>. For interviews with this year’s nominees and/or comments from Spirit of Enterprise, please contact Tony Tan on +65 9048 6981 or via email at tony@thepacificwest.com.

About Spirit of Enterprise

Spirit of Enterprise (SOE) promotes and advances entrepreneurial spirit in Singapore by honouring local self-reliant entrepreneurs operating small and medium-sized businesses, and serves to inspire Singaporeans, especially the young, to become entrepreneurs by facilitating interaction, communication and knowledge dissemination between students, the entrepreneurs and the general public. Its key programmes include Spirit of Enterprise Awards, Start-Up TV Series, Student-Entrepreneur Programme and SOE Books on Entrepreneurship.

SOE is funded by the private sector and its board of governors which consists of established entrepreneurs, corporate senior management, students, public service and political leaders. For more information, please visit www.soe.org.sg.