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For Immediate Release

MARKETING INSTITUTE OF SINGAPORE ACHIEVES BUSINESS SUPERBRANDS STATUS

Prestigious award represents the highest mark of brand status

Singapore, 25 September 2012 – The Marketing Institute of Singapore (MIS) has been awarded the prestigious Business Superbrands Status today, bringing with it recognition that customers trust and value the MIS brand. This exclusive international award is given to brands that fulfil the stringent Superbrands standards, and marks an achievement in MIS’s reputation and standing in Singapore.

MIS will have rights to leverage on the Business Superbrands status and use the Business Superbrands logo which has been seen as a mark of quality and reputation.

Mr Suresh Punjabi, Executive Director of MIS says, “Being identified as a Business Superbrands is indeed an honour. As the national body for sales and marketing, we are pleased that our efforts in serving the marketing fraternity have gain recognition. We will continue our work to create marketers through quality education,”

Mr Mark Pointer, CEO of Superbrands Singapore says, “Business Superbrands is an internationally recognised award which pays tribute to the best and most valued business to business brands around the world. To achieve Business Superbrands Status companies must have an outstanding reputation, significant market share and achieve a high level of brand recognition to be able to qualify.”

Aside from being a full-fledge membership body offering individual and corporate memberships, MIS is a leading provider of executive development and higher education programmes in Singapore. Its Executive Development Services unit has won numerous sales training awards while its Continuing Education arm (Marketing Institute of Singapore Training Centre) is a 4-year EduTrust-registered private education institution with the Council of Private Education, Singapore.

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About Marketing Institute of Singapore

The Marketing Institute of Singapore is the national body for sales and marketing. Since 1973, the Institute has nurtured more than 40,000 students, sales and marketing practitioners through its Training Academy and provided the networking opportunities for thousands of its members. The Institute will continue to serve the community to fulfil its vision of “Creating Marketers”. For more information on the Institute please visit www.mis.org.sg.

About Superbrands

With a focus on promoting and rewarding successful brands, the Superbrands organisation was established in 1994 to spotlight businesses that were widely recognised in the market by consumers as a trusted name and brand.

Each year, Superbrands pays tribute to exceptional international and local brands in over 80 countries around the world. Winners are chosen through extensive analysis of brand performance of companies across all major geographical markets. Brands that perform above and beyond its competitors are identified and awarded with the highly regarded Superbrands Status.

Superbrands produces books, logos, Internet sites, events and promotional programmes for awarded companies to use as a platform to leverage their Superbrands Status. Extensive media coverage further highlights Superbrands recognised companies, through local and international media and PR coverage in newspapers, magazines and broadcast media. A book published once a year includes two-page case studies on all Superbrands-recognised companies, and each company will also have a space on the Superbrands website.

Superbrands is helmed by CEO Mark Pointer in Hong Kong, Malaysia, Singapore and Vietnam.

For more information, log on to www.superbrands.com

For media enquiries and to schedule interviews, please contact Ms Shevonne Ang at (65) 6327 7590 or shevonne.ang@mis.org.sg.