



Sinomax Space Tech Era

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Actively Develops Innovative “X-FOAMING™” Technology to Launch Second Generation of Space Foam Material Spurs the Group’s Business Growth

(Hong Kong, 17 September 2015) – **Sinomax Group Limited** (“Sinomax”, or the “Group”) (stock code: 1418), a leading marketer, manufacturer and distributor of quality visco-elastic pillows, mattress toppers and mattresses in the United States, Hong Kong and the PRC, has today announced strategic cooperation with **XCOR Space Expeditions Asia Ltd.** (“XCOR Asia”), the travel company specialising in taking passengers into space, to jointly work on R&D in space travel safety and comfort. Sinomax is to provide specially manufactured visco-elastic foam (commonly known as “memory foam” or “space foam”) materials for seats in XCOR spaceflights.

Sinomax has been actively applied its technologies to develop products with combined features of artificial intelligence, healthy living and comfort. Through its unique space foam technology platform and aiming to substantially increase foam support, Sinomax has specially developed a memory foam to off-set the four-time gravitational forces (4G-Forces) during space travel and protect the spine of the astronauts and passengers. The material has good fire retardant property which can enhance flight safety. The space foam is to be used in the seats of spaceflight XCOR Lynx Mark II in order to improve space travel safety and comfort. This feat marks another major success of Sinomax in technology R&D and an important milestone in its business diversification as well as a significant breakthrough for the visco-elastic industry. Thus the product is expected to bring new growth momentum to the Group’s business.

With this technological advancement in memory foam, the Group has also developed the second generation memory foam -- “X-FOAM™”, for its retail products which is to be widely used in all “SINOMAX” product series. “X-FOAM™” features five benefits of the cutting-edge “X-FOAMING™” technology, including “improving ventilation by four times,” “better temperature-firmness control,” the “X-ORGANIC™ organic formula,” “ERGO-LAYER™ support” and “ERGO-SHAPE™ contour cutting.” ERGO-LAYER™ and ERGO-SHAPE™ make exterior design, comfort and foam layer design of the products more perfectly contour with body shape and better support customers with different types of body form and sleeping habits, creating custom-made protection for the spine of customers. “X-FOAMING™” technology is an excellent example of the innovation of the “SINOMAX” professional ergonomics R&D team. The Group is now preparing to launch four types of “X-FOAM™” pillows to enable customers to enjoy smart healthy living. Sinomax is to gradually introduce “X-FOAM™” in all “SINOMAX” product series, including pillows, mattresses and massage series, and at the same time will continue to develop more smart living products to promote smart healthy living for all of its customers.

Mr. Eric Cheung, President and Executive Director of Sinomax Group, said, “We are very delighted to partner with XCOR Asia. “SINOMAX” has now become a world-famous quality brand. Our self-developed “X-FOAM™”, the second generation of space foam, is to be widely used in different product lines. We believe that “X-FOAM™” can more effectively drive the Group’s overall development, spur our business growth and in the long term boost the sales and market share and expand the presence of Sinomax. Going forward, we are creating more products specially designed by our “SINOMAX” professional ergonomics R&D team, thus enabling more customers to experience the benefits of “SINOMAX” healthy living concepts.”

About Sinomax Group Limited (stock code: 1418)

Sinomax Group Limited is a leading marketer, manufacturer and distributor of quality visco-elastic pillows, mattress toppers and mattresses in the U.S., Hong Kong and the PRC. It is a well-known brand in both Hong Kong and the PRC retail markets for visco-elastic health and wellness products and it is also one of the leading suppliers of mainstream visco-elastic health and wellness products in the U.S. The Group sells its comprehensive product line in different markets under its own brands “SINOMAX,” “ComforZen” and “Dream Serenity”, “Customizer” and “Zeopedic” and licensed brands “Sharper Image,” “Awaken by Joan Lunden” and “HoMedics.” As at 30 June 2015, the Group had an estimated retail and distribution network comprising more than 6,000 points of sale in the U.S. and 442 points of sale in Hong Kong, the PRC and Macau.

About XCOR Space Expeditions Asia Ltd. (“XCOR Asia”)

XCOR Asia manufactures patented rekindle rockets and Lynx series spaceflight, it is also the only service provider to take passengers into space from ground level through horizontal-take off. XCOR Asia is also a commercial space tourism service provider. It plans to take tourists into space above the Kármán line (100 km above sea level) over the Earth by Lynx Mark II. To date, XCOR Asia has sold more than 300 tickets.