



FOR IMMEDIATE RELEASE

**Sparking Imagination With The Newest IMAX Film,
Legends of Flight**

*Presented by the Science Centre Singapore, Mead Johnson Nutrition
and Tiger Airways*

Singapore, 2 November 2010 – In a collaboration to enhance learning for all and inspire the public with tales of innovation, the Science Centre Singapore, Mead Johnson Nutrition (MJN) and Tiger Airways have teamed up to launch IMAX's newest film, Legends of Flight.

The film chronicles man's attempt to evolutionise air travel, culminating in the creation of the Airbus 380 and Boeing 787 Dreamliner. Witness history in the making as you are given exclusive access into the science and minds of aeronautics engineers who dreamt up and ultimately created these two ground-breaking aircraft.

In the hundred plus year history of aviation, truly radical new aircraft designs come along only once in a generation. Indeed, the Airbus 380 and 787 Dreamliner have changed the game for the aviation industry. Boeing Chief Test Pilot, Mike Carriker, provides us an insider's view of how advanced airplanes are developed, including breakthrough technologies such as the use of carbon composites which have allowed these aircraft to be lighter, faster and with increased passenger capacities.

"We are excited to partner with Mead Johnson Nutrition and Tiger Airways to premiere Legends of Flight to families and young children. The film is an exciting journey into man's pursuit of innovation and creativity. Like in any endeavour, it takes perseverance and a large dose of imagination to go a step up and create bigger and better things. We hope to be able to spark the public's imagination and interest in science through this film and also help them realise that the sky's the limit. Think big!" said Associate Professor Lim Tit Meng, Chief Executive, Science Centre Singapore.



“A child’s quest for a bright future begins with us, the parents. The nutrition that we provide and how we nurture them in their daily activities directly affect their level of learning during their growing up years. Our mission at Mead Johnson Nutrition is to help give children the best start in life through scientific-based nutritional solutions for mental and physical development of the child. And through strategic collaborations with organisations such as Science Centre Singapore, we are able to help fuel a child’s amazing learning power by providing a conducive learning environment,” said Roger Dallas, General Manager of Mead Johnson Nutrition Malaysia, Singapore and Brunei.

Consumers can redeem one (1) set of one adult and one child Omni-Theatre tickets when they accumulate \$150 worth of Mead Johnson Nutrition’s selected Enfa range of products receipts from major supermarkets and hypermarkets. Promotion starts January 2011. More details can be obtained at participating outlets.

“We are excited to help empower children and adults with knowledge of the world around us, and inspire them with stories of innovation. The development of aviation holds many examples of mankind’s innovativeness and creativity. Even as the film is screened, changes are taking place rapidly in the industry. With no frills flying fast gaining popularity, travelers are empowered with low fares and the choice to pay for only the extras that they really want. Tiger Airways is proud to lead this revolution in Asia Pacific, and for innovating ancillary services such as check-in luggage options, priority boarding and priority access to promotions, which travelers have embraced and other airlines have replicated,” said Rosalynn Tay, Managing Director of Tiger Airways Singapore.

The Science Centre will be running viewer contests on its Facebook page with a chance to win Tiger Airways travel vouchers. Details will be revealed soon on the Omni-Theatre website and Facebook.



Legends of Flight runs at the Omni-Theatre from 3 Nov 2010. For show times or more information, please visit www.omnitheatre.com.sg.

- End -

About Mead Johnson Nutrition

Mead Johnson Nutrition is a global leader in pediatric nutrition. Our mission is to create nutritional brands and products trusted to give children the best start in life. The Mead Johnson name has been associated with science-based pediatric nutrition products for over 100 years. Our “Enfa A+” family of brands is the world’s leading brand franchise in pediatric nutrition. For more information on Mead Johnson, please go to www.meadjohnsonasia.com.

Mead Johnson Nutrition Consumer Careline

Freephone: 1-800-345-5213

Mon – Fri: 9am – 5:30pm

About Science Centre Singapore

The Science Centre Singapore is a non-formal educational institution dedicated to the promotion of science and technology among students and members of the public. As a leading Science Centre in the region, the Science Centre Singapore has 14 exhibition galleries with more than 1,000 exhibits, and another 18,000 sq metres of outdoor space showcasing the Waterworks, Ecogarden and the Kinetic Garden exhibits. The Centre also houses the Omni-Theatre — Singapore’s only dome-shaped, 5-storey high theatre with a capacity of 248 seats. The Science Centre, with Omni-Theatre and Snow City, received more than 1.55 million visitors for FY2009/2010. For more information, please visit www.science.edu.sg

About Tiger Airways Holdings Limited¹ (SGX: J7X)

(Company Registration Number: 200701866W)

(incorporated with limited liability in the Republic of Singapore on 1 February 2007)

Established in September 2004, Tiger Airways now operates a fleet of 21 Airbus A320-family aircraft and is committed to increasing its fleet size to 68 by December 2015. The airline currently operates flights to 38 destinations in 12 countries and territories across Asia and Australia. For more information, please visit www.tigerairways.com.

¹The initial public offering of the Company was sponsored by Citigroup Global Markets Singapore Pte. Ltd. and Morgan Stanley Asia (Singapore) Pte. (the ‘Joint Issue Managers’). The Joint Issue Managers assume no responsibility for the contents of this announcement.

For media enquiries, please contact:

Mr Kenny Wong
Product Group Manager
Mead Johnson Nutrition
DID: (603)-7882 5334
Email: kenny.wong@mjn.com

Ms Juliet Tseng / Ms Eunice Choy
Senior Communications Officer / Corporate
Communications Officer
Science Centre Singapore
DID: 6425 2541 / 6425 2372
Email: jac_tseng@science.edu.sg /
ekm_choy@science.edu.sg