

MISS MAXIM SEARCH 2008

FACT SHEET

Content

(A) Frequently Asked Questions

(B) Ms Maxim Search 2008 Previews & Finals – basic info

(C) Finalists' Brief Bio

(D) Prizes

(E) Sponsors

A) FREQUENTLY ASKED QUESTIONS

Q1 What is the Miss Maxim Search 2008 about?

Miss Maxim Search finalists are meant to embody a perfect mix of beauty, style and sex appeal. We are looking for confident, opinionated, new age women with the body of a goddess as well!

Q 2 How was the search for this year's finalists carried out?

Entries are submitted via online as well as on-ground at clubs such as The Arena and Thumper and shopping mall, Cineleisure. Commencing from March 2008, we have received over 400 entries over two and a half months, out of which 13 finalists have been shortlisted.

Q3 What kind of activities have the finalists been involved in?

The first photo shoot was conducted at Koh Samui from 22-26 May'08. Getting into the right poses weren't easy for most of the girls, who had no prior modelling experience. The finalists bonded with crew through the team-building activities during the trip.

Following this, we threw a beach party at Café Del Mar on 5 July 2008, where readers had a sneak preview of the finalists, and got to interact with them via beach games.

Also, we have a "Win a Date with Miss Maxim" contest on 20 August 2008 at Friends@Jelita, to provide five lucky readers with an opportunity to interact more closely with their favourite finalists.

Q 4 How many times previously has the search been undertaken?

Miss Maxim Search is in its third year in Singapore. This is the first time Singapore is running the contest independently. We have been part of an international contest for the last 2 years.

Q5 Who are the judges?

The top 3 winners for Miss Maxim Search 2008 is determined by readers/ public votes (50%) and a panel of judges from the Maxim team (50%).

The winner for the subsidiary award, Miss Singha Cool Babe, is selected by Singha.

Q 6 What's the criteria for judging the winner of Miss Maxim Search?

The winner will be one who leads a well-balanced and active lifestyle. She embodies all the qualities in Maxim DNA – style, humor, confidence and sex appeal.

B) MISS MAXIM SEARCH 2008 EVENTS

i) Miss Maxim Search 2008 Beach Party

Objective: To showcase the Miss Maxim Search 2008 finalists, canvass for votes.

Date : Saturday, 5 July 2008

Time : 4pm to 8pm

Venue : Café del Mar, Sentosa Siloso Beach

Guests: 400 pax, by invitation only

ii) Win A Date With Miss Maxim Contest

Objective: To provide an opportunity for five lucky readers to interact more closely with their favourite finalists.

Date : Wednesday, 20 August 2008

Time : 7.30pm

Venue: Friends @ Jelita, 293 Holland Rd, #02-04

Guests: 5 finalists with 5 readers

iii) Miss Maxim Search 2008 Finals

Objective: To crown the Miss Maxim winners.

Date : Friday, 29 August 2008

Time : 7pm to 10pm

Venue: The Arena, Clarke Quay

Guests: 800 pax, by invitation only

C) FINALISTS' BRIEF BIOS [13 finalists]

Log on to www.missmaxim.com.sg/2008 for full bio and Q n A.

Adelynn Lim, Age 29,

Occupation: Bank Officer

What do you think you'll bring to our pages?

I think Maxim readers will get to see someone they can bring home to their mother, even if I'm in only a sexy bikini.

Describe your naughtiest night out.

Once, I was sabotaged by my friends and had to perform a lap dance on a stranger at a pub on my 21st birthday.

Calista Goh, Age 23

Occupation: Paralegal

What will your friends say when they see you in Maxim?

"Whoa girl, is that you in Maxim?" After that, they'd laugh and mass-mail everyone they know.

Why should you win?

I should be Ms Maxim 2008 'cause I'm fun, flirtatious, smart and every guy's dream!

Christabel Lynn Fernandez, Age 23,

Occupation: Freelance Model

Why did you take part?

I needed a holiday? *[laughs]* An opportunity like this comes around once in a lifetime!

And your naughtiest night out?

It involved a cable car. That's all I'm saying!

Why should you win?

I should be Miss Maxim winner because I embody the Maxim brand: I'm fun, exuberant, sexy and full of life!

Daphne Tay, Age 26

Occupation: Secretary

Why should you win?

I'll look good on the cover! Plus there'd be tons of people who'd want to see me there. I try not to disappoint.

What will you do if you win?

If I win, it would call for a celebration, wouldn't it? Anyone want to party with me?

Gena Quek, Age 18

Occupation: Student

Why did you take part?

To try my luck and gain more exposure too. Well, gaining popularity and the prizes were also incentives!

Describe your naughtiest night out.

I was out clubbing with my girlfriends and I kissed one of them on the lips!

Jeanne To, Age 24

Occupation: Student

And what would you teach the world?

To stop animal cruelty!

Describe your naughtiest night out.

Er... I got frisky with my guy while he was driving back after partying. Hehe.

Jessica Lee, Age 23

Occupation: Freelance Model

What will your friends say when they see you in Maxim?

They wouldn't believe that I had been so daring but they'd be happy for me.

What would you teach the world?

I would teach the world to be opportunistic. Don't hesitate if you have the chance. If you don't grab it, then you'll never know.

Laura Goh, Age 18

Occupation: Student

How did it feel to be told that you'd be flying off on an all-expenses-paid trip to shoot for Maxim in Koh Samui?

It was incredible! I had never been out of Singapore on my own and this was a great opportunity. Thanks, Maxim!

Describe your naughtiest night out.

I was dead drunk at the club and could barely stand straight. I kept yelling and danced with absolute strangers. And I also kissed a male friend.

Linda Norman, Age 22

Occupation: Flight Stewardess

What will you bring to the pages of Maxim?

A new kind of sex appeal that makes your heart go "boom boom"!

What'll your friends say?

Long live the dork! Growing up, I was an ugly duckling. Mouths are bound to gape!

Lynn Tan, Age 27

Occupation: Freelance Writer

What will your friends say about this?

They'd be speechless, and thinking: "But she is totally un-Maxim!" And then they'd burst out laughing!

Your victory plans?

If I win, I'd count my cash winnings, display it in my hands, then laugh at the friends who laughed at me.

Mastura Muhammad Ali, Age 20

Occupation: Sales Consultant

Why did you take part?

For the experience and I also enjoy being in a crowd.

Why should you win?

I should be Ms Maxim 2008 because I have a great personality and I believe in myself.

Vera Tan, Age 22

Occupation: Architect Student

Why did you take part?

To do something different before I graduate that I might not get to do in the future. Shooting for Maxim has been an unforgettable experience.

Why should you win?

I should be Ms Maxim 2008 because I am uninhibited and adventurous, which is what *Maxim* is all about!

Wendy Kwan, Age 23

Occupation: Sales Support

What are your reasons for taking part in this?

Actually, I sent in my pictures just for fun, thinking the chances I'd get picked were slim to none.

What do you think you'd bring to our pages?

With me as the cover girl, *Maxim* will never be the same again!

D) PRIZES

More than \$40,000 worth of cash and prizes can be won by our finalists as well as our voters!

Prizes for the Winners

Miss Maxim 2008:

- \$5,000 cash
- A Marc Ecko watch (worth over \$200)
- A pair of CK Eyewear shades (worth \$180)
- Pioneer Car Audio Visual Unit (worth \$1,499)

1st runner up:

- \$3,000 cash
- A Marc Ecko watch (worth over \$200)
- A pair of CK Eyewear shades (worth \$180)

2nd runner up:

- \$2,000 cash
- A Marc Ecko watch (worth over \$200)
- A pair of CK Eyewear shades (worth \$180)

Subsidiary award: Miss Singha Cool Babe

- \$200 cash

Prizes for all finalists

Each finalist receives:

- An all expenses paid trip to Koh Samui from 22-25 May, 2008 worth \$1,500.
- A chance to work with the Maxim crew, and appear in Maxim.
- A Marc Ecko watch worth over \$200
- CK Eyewear shades worth \$180
- A set of outfit from Tough Jeansmith worth over \$170
- Aldo shoe voucher worth \$100

Grand Lucky Draw for voters

Readers/ public who log on to www.missmaxim.com.sg/2008 and vote for their favorite finalist stand a chance to win attractive prizes in our grand lucky draw.

- \$500 cash
- Aldo shoes vouchers (worth \$100 each)
- Marc Ecko watches (worth over \$200 each)
- CK Eyewear shades (worth \$180 each)
- Tough Jeansmith vouchers (worth \$200 each)
- Pioneer Single CD Car Audio Unit (worth \$549)

E) SPONSORS

- Official Beer: Singha Beer
- Official Car: Opel
- Official Eyewear: CK Eyewear
- Official Footwear: Aldo
- Official In-Car Entertainment: Pioneer
- Official Jeans: Tough Jeansmith
- Official Timepiece: Marc Ecko
- Official Venue: The Arena
- Supported by: Café del Mar, FM91.3, IDP Media, STOMP and Triumph