



**FOR IMMEDIATE RELEASE**

**Media Release**

**TRUE GROUP SIGNS DENISE KELLER  
AS 2011 BRAND AMBASSADOR**

*Local media darling signs an exclusive agreement fronting True Group's new series of brand publicity campaign for 2011*

**SINGAPORE** - In line with its new brand campaign for 2011, the True Group has selected media darling, Denise Keller, as their newly appointed Brand Ambassador. Exuberating a zest for life, the effervescent celebrity who is also a yoga practitioner was without a doubt the ideal candidate to represent the True Group.

Titled "True Inspirations", the charismatic celebrity, would be the face kick-starting a completely edgier, revitalised and inspiring advertising and publicity campaign, slated to run through Singapore, and regionally across Malaysia, Thailand, Taiwan and India, where the True Group have firmly established themselves. This campaign concept was based on the very idea that a work-out does not need to need to take place in a scenic and pristine place when you are truly inspired.

Said Mr Patrick Wee, Founder and CEO of the True Group, "Based on the theme to our new brand campaign, I cannot think of a more inspiring Brand Ambassador than Denise Keller. Denise embodies a positive image of youth, enthusiasm and gaiety for life, and is a recognised personality who most can connect with. She is a well-liked TV personality with strong presence across the regional countries.

Furthermore, she has been practicing yoga from a tender age of 15 years old, which has since made her a strong believer of the physical and mental benefits that is achieved with a good work-out. We were also impressed by her dedication and disciplined daily work-out routines to stay slim and healthy, despite her long hours spent on filming and travelling.

Denise shares the same values and goals as the True Group, and we believe her passion alone will serve as a true inspiration to our customers."



An exotic beauty, Denise Keller quickly became the much sought-after face after winning the *Ford Super Model of the World, Singapore* in 2000, which then led her to model for local and international fashion titles such as *Vogue, Elle, Female, Her World, Icon, Harper's Bazaar*, to name a few. She rose further to fame after being the anchor host on *MTV Asia* for nearly a decade. On a personal level, Denise also contributes for numerous charitable causes such as *the Cancer Foundation, Down Syndrome Foundation* and most recently as an Advisory Council Member for *The Climate Project, Al Gore's "Inconvenient Truth"* global initiative towards climate change.

Denise elaborates, "I am elated to be a part of the True Group. It is an established brand in Asia that has attained a strong foothold in the consumer market and being associated with an organisation where we share the same values toward fitness and wellness is a first for me.

A regular fitness program, with a natural emphasis on yoga, plays an important role in my life. My work schedule can get pretty drawn out at times, hence practising yoga everyday allows for mental calmness and clarity, as well as physical discipline which I need to keep my health in check. It is also the main channel for deeper meditation, where I can experience my inner bliss."

Denise Keller will front the brand campaign across advertising, promotional and PR channels, representing True Fitness, True Yoga, True Dance and Bikram Hot Yoga across the region. It anchors on a bold design and colour element to bring forth the energy and edginess which the True Group is confident that the audience can relate to.

-End-

**For media queries, please contact: [pr@truefitness.com.sg](mailto:pr@truefitness.com.sg)**