



**Trek 2000 International Ltd**  
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**FOR IMMEDIATE RELEASE**

## **Trek appoints top 5 consumer electronics distributor in Japan for nationwide launch of FluCard®**

- Projected sales of US\$2m and US\$8m for FY2011 and FY2012 for Japan
- Introduction of FluCard® to sophisticated Japanese consumers to pave way for FluCard® to become defacto standard of SD cards

**SINGAPORE – July 18, 2011** - Trek 2000 International Ltd. (“Trek”), inventor and patent owner of the ThumbDrive™, today announced that it will be distributing its FluCard® and Ai-Ball™ in Japan through Kaga Electronics Co., Ltd (“Kaga”), one of the island nation’s largest consumer electronics distributors. Kaga has provided sales projections of US\$2 million for FY2011, increasing fourfold to US\$8 million in FY2012.

Kaga is amongst the top 5 electronics distributors in Japan, with electronic component trading businesses in Japan, North America, Europe and East Asia. Kaga manufactures and sells computers and computer related products and electronic parts and also owns its computer peripherals brand which includes semiconductor materials, EMS (Electronic Manufacturing Service), and storage devices.

Recognizing Trek’s competitive advantage and track record as an innovator of disruptive technologies, Kaga is extremely excited about the new partnership.

Unveiled in January 2010, the FluCard® is a Wi-Fi enabled memory card which allows wireless transfer of data onto the Internet and between FluCard®-equipped devices. It is an innovation to pay attention to, as it has the potential to displace the use of existing SD cards in consumer electronics such as digital cameras.

Ai-Ball™, another breakthrough product of Trek, is the world’s smallest portable Wi-Fi remote camera that boasts of picture quality and sharing capabilities.

*“Japan has incredible cultural influence on the rest of the world, from pop music to consumer electronics, architecture to fashion. Marketing our innovations to the sophisticated Japanese consumer is both a challenge and exciting prospect which we are geared up for, and ready to embrace. We are happy to have Kaga onboard to help grow our business.”*

*- Mr Henn Tan, Executive Chairman and CEO of Trek*

The launch of the FluCard® and Ai-Ball™ in Japan will be a turning point for Trek, should the Japanese, known for their discerning tastes, take to the innovations. At the same time, entry into Japan sets Trek in good stead for the FluCard® to become the defacto standard of SD cards.

-The End -

**News Release: Trek appoints top 5 consumer electronics distributor in Japan  
for nationwide launch of FluCard®**

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***About Trek 2000 International Ltd***

Trek 2000 International Ltd, an industry leader, innovator, original inventor and patent owner of the ThumbDrive® (i.e. USB Flash Drive) offers state-of-the-art design solutions ranging from Mobile Media Solutions, Wireless, Antipiracy, Compression and Encryption to sophisticated Enterprise Solutions all catering to the fast changing digital industry. Trek with its library of granted patents is represented all over the world and has offices in the U.S., Malaysia, Thailand, India, Hong Kong, Singapore, the Netherlands, China, the Philippines, Vietnam, Cambodia and Japan to serve the rapidly expanding markets across all regions.

A public listed company whose shares are quoted on the Singapore Stock Exchange (SGX:Trek), Trek 2000 International Ltd was named by Forbes Global as one of the Best Small Companies in the World of 2000 and 2002. Trek 2000 International Ltd was also ranked as the Best Managed small Company in Singapore by AsiaMoney (of Euromoney). Trek also received the INVENT Singapore AWARD 2008.

Trek®, ThumbDrive®, DivaDrive® and FluCard® are trademarks or registered trademarks of Trek Group of Companies in Singapore and / or other countries.

For more information, visit our website at <http://www.trek2000.com.sg>, <http://www.thumbdrive.com>, <http://www.flu-card.com>,

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**Issued for and on behalf of Trek 2000 International Ltd**

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