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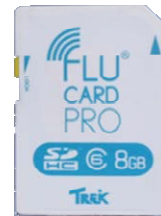
FOR IMMEDIATE RELEASE

Trek to introduce world’s first Wi Fi-enabled SD storage Flu Card® and world’s smallest portable Wi-Fi remote camera Ai-Ball™ at International CES 2012

- Flu Card®’s unique “insert-and-play” functionality enables consumer electronics with SD slots to become Wi Fi-equipped
- US is next market to receive Ai-Ball™ and Flu Card® after successful launch in Japan in July 2011

SINGAPORE/UNITED STATES – 6 January 2012, Trek 2000 International Ltd. (“Trek”), inventor and patent owner of the ThumbDrive®, today announced that it will launch its FluCard® and Ai-Ball™ at International CES 2012, the world’s largest consumer technology roadshow. The tradeshow sets the stage for the continued success of Trek’s products in the American market since the introduction of the wildly successful Thumbdrive®.

“Both the Flu Card® and Ai-Ball™ are world’s firsts in their own rights – the first wirelessly-enabled “insert - and-play” device and the smallest wireless video camera respectively. Not only do we hope that everyone will find them useful, but more importantly, have fun at the same time. Use them for school, work and play. Download the smartphone applications or design your own. While the Flu Card® and Ai-Ball™ are Trek inventions, the user experience is yours to create.



Flu Card® Pro – World’s first wirelessly-enabled “insert-and-play” device



Ai-Ball™ – World’s smallest wireless video camera

In July 2011, we had a successful launch in Japan and embarked on a global tour to promote Flu Card® and Ai-Ball™ software apps. As a leading voice of the technology industry, the US is another important market for us and one that we hope to cultivate. There is no better platform to introduce our latest innovations – the Flu Card® and Ai-Ball™ – to our friends in the US than the International CES.”

- Mr Henn Tan, Executive Chairman and CEO of Trek

Flu Card® - the world's first wirelessly-enabled "insert-and-play" device

The Flu Card® assumes the form factor of the Secure Digital ("SD") card, and is an intelligent, "insert-and-play" device. It is a world's first as it allows information to be transferred wirelessly on a peer-to-peer basis or among a community of Flu Card® users through their equipment so long as their equipment have SDIOs or SD Card host slots through which the Flu Card® can be inserted to operate.

Its ability to function in any electronic device with SD host slots makes it extremely powerful and user-friendly as users can immediately convert their existing equipment into one with the ability to capture, share and store images.

Prior to the Flu Card®, peer-to-peer transfer and sharing of images had to be done via a wireless router or Internet connection. As such, the Flu Card® readily breaks through geographical barriers, enabling users in different locations to share images with each other as well as a community of users.

In October 2011, Trek earned the exclusive stamp of approval from the industry governing body, the SD Association ("SDA"), for the compatible use of Flu Card® with all cameras and other consumer electronics. The iSDIO card, the world's first SD memory card compliant with the SDA Wi-Fi memory card standard based on Flu Card® specifications, will set the stage for future SD cards with Wi-Fi capabilities.

With the endorsement of the SDA, the iSDIO will be adopted for use across a spectrum of consumer electronics. At the same time, an ecosystem of smartphone applications and hardware is being built around the iSDIO to enhance the user experience.

Ai-Ball™ - the world's smallest portable Wi-Fi remote camera

The Ai-Ball™ is the world's smallest portable Wi-Fi remote camera targeted at mass-market consumers. Despite being a mere 30mm in diameter, or roughly the size of a Singapore 50-cent coin, the Ai-Ball™ does not compromise in terms of picture quality as it boasts a 2MP built-in camera allowing for high quality images and video.

The camera was made possible by using the Group's advanced design capabilities and incorporating its patented wireless solutions, which allows for continuous streaming of up to 20 meters wirelessly. The Ai-Ball™ also utilizes CR2 size batteries that can last for up to 1.5 hours, allowing for remote viewing and image capturing on the go (also supports A/V recording through PC).

With 3 simple steps, consumers can begin using the product.

1. Turning on the Ai-Ball™
2. Connecting with any wireless enabled device, including personal computers, smartphones, iPads (No installation software needed, no cables required)
3. Start shooting on the go

For more information on the Flu Card® and Ai-Ball™ please refer to the attached factsheets.

-The End -

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>,

Issued for and on behalf of Trek 2000 International Ltd

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PRODUCT FACT SHEET

Flu Card®

DESCRIPTION

Flu Card® is an intelligent, wireless SD card that transforms your Digital Cameras, Camcorders and other electronic devices with SD host slots into a wireless device. Simply insert the Flu Card® into your devices and experience a whole new way in capturing, storing and sharing your precious moments.

Being the world's first wireless-enabled, unique and simplistic Card, no software installation is **required**. Just simply **"insert-and-play"** it on your device. One of the key technological features in the Flu Card® is its **Menu Option** which allows the user to select different functions within the Flu Card®. It enables the Flu Card® to operate with ease across all SDIOs, SD cards host interface devices and across most brands of camera.

The latest model, Flu Card® Pro is faster and more powerful than its predecessor.

FEATURES

The features in the Flu Card® include:

- **Insert and Play**

No software installation required. Pop a Flu Card® into most brands of camera and have instant access to its features.

- **P2P Sharing**

Wirelessly share photos and videos among Digital Still Cameras (P2P) and other Flu Card® enabled devices (camcorder, digital photo frame etc).

- **Sharing On-the-Go**

Review/Setting mode, select and download the pictures onto your Laptop, Tablet and Smartphone wirelessly while on-the-go.

- **Server Upload**

Upload your photos wirelessly to the Flu Card® Portal and/or a server of your choice to free memory space and continue snapping. You can then access them anywhere in the world with a web surfing device.

- **Mobile Apps**

Enhance & expand your Flu Card® experience with our latest apps for the iPhone, iPad and Android platform through authorized stores.

- **Firmware upgrades**

Always stay up to date through our formidable and scalable Flu Card® website (www.flu-card.com) with continuous free upgrades for your Flu Card®'s firmware.

FLUCARD PORTAL

Users of the Flu Card® will have immediate access to the portal through our Flu Card® website (www.flu-card.com) using the preset password that comes with the Flu Card® packaging. With this access, users can begin to upload digital images to their personal accounts in the server and thereafter reorganize them into various albums according to their preference. This user-friendly portal also allows users to share their photos via email, Facebook, Picasa and Flickr.

PRODUCT FACT SHEET

Ai-Ball™

DESCRIPTION

Ai-Ball™ is the World's Smallest Portable Wi-Fi Remote Camera that allows you to stream and record videos wirelessly via laptop or Smartphone, while on-the-go.

FEATURES

The features of the Ai-Ball™ include:

- **Wireless**

With its 802.11 b/g Wi-Fi interface, the Ai-Ball™ allows you to stream and record A/V images through your mobile devices such as your Smartphones (iPhones or Android devices) and laptops on-the-go.

- **Ultra portable**

Powered by a CR2 battery and coupled with its compact design (30mm in diameter and 35 mm in length + weighing just 100g with battery), you can easily carry the Ai-Ball around or hang it as a keychain.

- **Long Distance Recording**

Stream or record your videos from a remote location even when you are far away from your Ai-Ball (e.g overseas) using its Infrastructure WAN mode. It also supports Skype video conferencing.

- **Round-the-clock Recording**

With the USB powered Ai-Ball Cradle (sold separately), you can view or record audio video images round-the-clock. Never miss another precious moment again.

- **Firmware upgrades**

Always stay up to date through our Ai-Ball™ website (www.ai-ball.com) with continuous free upgrades for your Ai-Ball™'s firmware.