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FOR IMMEDIATE RELEASE

Trek unveils FluCard® and Ai-Ball™ to over 100 Japanese app developers

- **Sharing of software development kit to accelerate rollout of third party iPhone and Android apps for FluCard® and Ai-Ball™**
- **First leg of global tour to promote FluCard® and Ai-Ball™ software apps**
- **Ecosystem of apps and hardware for recurring revenue**

SINGAPORE – September 19, 2011 - Trek 2000 International Ltd. (“Trek”), inventor and patent owner of the ThumbDrive™, unveiled its FluCard® and Ai-Ball™ at a software developer seminar in Japan last week. The seminar had in attendance over 100 vendors specializing in the development of iPhone, Android and other mobile applications and leading manufacturers from the Digital Camera Industry.

This seminar is part of Trek’s expansion plans for the Japanese market. Earlier in July this year, Trek 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. It is also the first leg of a global tour to promote FluCard® and Ai-Ball™ software apps.



Overwhelming response from camera industries and over 100 app developers at Trek’s software developer seminar in Japan last week

The FluCard® is a Wi-Fi enabled memory card which allows wireless transfer of data onto the Internet and between FluCard®-equipped devices. The 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.

To mark its official entry into Japan, Trek performed demonstrations of the FluCard® and Ai-Ball™ to software developers at Kaga's headquarters in Denshi. To demonstrate the FluCard's functionality and versatility, Trek also showcased its software development kit and how it can be adopted in other mobile and PC base applications.

"To date, our in-house team has developed over 15 iPhone and Android apps for both the FluCard® and Ai-Ball™. While these apps will serve as the initial platform for end-users, we want to encourage third party developers to roll out more apps for iPhone, Android and other mobile platforms.

We would also like to expand the apps to include a wider range of devices beyond mobile phones to cater to a larger audience. With more apps available, we can attract greater interest in the FluCard® and Ai-Ball™. The overarching strategy is to create an ecosystem of apps and hardware to drive recurring income in the longer term.

Japan is a great place to start, given its cultural influence on the rest of the world, from pop music to consumer electronics, architecture to fashion. With Kaga as our local partner, we are confident of growing our business here in Japan and in the rest of Asia."

- Mr Henn Tan, Executive Chairman and CEO of Trek

-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>, <http://www.thumbdrive.com/aiball/>

Issued for and on behalf of Trek 2000 International Ltd

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