



TREK 2000 INTERNATIONAL LTD (Registration Number 199905744N)

NEWS RELEASE

Trek to showcase at Photokina 2010, Cologne **Another World First - The FluCard®** *(from the Inventor of the Thumbdrive®)*

- **Trek's revolutionary FluCard® is set to change user-experience of Digital Camera users**
- **Similar in shape to the SD card, it is Wi-Fi enabled and allows the wireless transfer of digital images**
- **FluCard® enables the user to "Shake & Send" photos directly from a camera to any Wi-Fi enabled device**
- **Trek's FluCard® works with any device that has an SD host slot**

SINGAPORE, 1 September 2010 – Trek 2000 International Ltd, the inventor of the ThumbDrive®, will showcase another revolutionary world first - FluCard® at Photokina 2010, Cologne, Germany. It is slated to change user-experience of Digital Camera users.

The revolutionary FluCard®, which is wireless-enabled, will allow the users to send digital images to peers directly from their digital cameras. The FluCard® is compatible with any device with a Secure Digital ("SD") host slot and has its own Menu Option software that allows the user to operate independently on all Digital Cameras without the need for any software. For easy use, the user can send a photo to a peer with the mere flick of his or her wrist to engage the "Shake and Send" function of the FluCard®.

Commenting on Trek's FluCard®, Mr Henn Tan, Executive Chairman and CEO of Trek said: "The FluCard® is another world first for Trek. This product will breathe new life into your digital camera or any device with an SD slot. The FluCard® is a new wave of technology that is poised to bring in a new lifestyle and user experience to the world and redefine the meaning of communication, in particular, digital imaging communication.

Imagine you are on a holiday and you snap a beautiful picture. Now you can share it with your loved ones as and when you are ready. You are also able to transmit it via your Smart Phones to your personal blog.

With the FluCard® having its own CPU (Central Processing Unit) embedded within, the options and functions for the FluCard® are limitless. It is scalable, upgradable and is a must have product if you want to fully utilize the potential of your Digital Camera.”

The FluCard® which comes in black, takes the form factor of a SD Card with dimensions of 32 x 24 x 2.1 mm and weighs 3 grams. It comes in different memory sizes, ranging from 8GB to 64GB and each FluCard® owner also gets 2GB free storage space on the online FluCard® portal. Please see the attached Factsheet below for more information on the FluCard®.

The 8 GB FluCard® is available now and is priced affordably on Trek 2000’s website at http://thumbdrive.com/cart/product.php?id_product=7 for US\$150 for a pair. Alternatively Trek 2000 can be contacted directly at +65 6546 6088.

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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, Anti-piracy, 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> and <http://www.flu-card.com>.

FACT SHEET

The revolutionary **FluCard®**

from the inventor of the ThumbDrive® - It will change the user-experience of Digital Camera users. FluCard®, an intelligent Card with WIFI capabilities that ingeniously convert most brands of Digital Camera into a multitude of applications.

DESCRIPTION

The FluCard®, which assumes the form factor of the SD card, is an intelligent, wireless-enabled “Shake and Send” device that has the capability of transforming digital photographic equipment, video cameras and any other electronic devices with SD host slots into a multitude of applications. Being the world’s first wireless-enabled “Shake and Send” device, one of the key technological features of the FluCard® is its formidable Menu Option software. This software enables the FluCard® to operate with ease across all SDIOs and SD cards host interface devices.

FEATURES

The FluCard® has been designed with many powerful features and this is just the beginning. The features of the FluCard® include:

- **Menu Options Mode**
This feature enables the FluCard® to operate independently on all Digital Cameras without the need for any software. The Menu Option enables Users to perform a series of application and is scalable.
- **Upload/Push down**
Users can choose to upload their contents wirelessly to FluCard® Portal while receiving the latest products promotion through push down mode concurrently.
- **P2P (Photo Sharing)**
Enables the Users to share photo with all FluCard® enabled hardware and embedded WIFI hardware. Photo Sharing can be performed through Unicast or Multicast mode. By default, it comes with Unicast mode.
- **Mobile Configuration**
Another user-friendly feature is that one can configure or change Server Address/SSID/Password through the Smart Phone without the hassle of the PC. It also enables PC and Smart Phones to access content in the FluCard®.
- **Shake and Send**
The FluCard® comes with a built-in Sensor that supports user-friendly feature. ‘Shake’ the Camera and the contents will be wirelessly transmitted.
- **Interoperability**
The FluCard® supports different brand of Digital Cameras.
- **Multi-Tasking**
The feature enables Digital Cameras to perform various tasks simultaneously, for example Shoot and Send features.
- **Piezzo buzzer**
The buzzer will beep once it received a positive WIFI connection and follow with intermittent beeps to signal data transmission in progress. A long 3-5 seconds beep will denote end of transmission.
- **Memory Density**
In anticipation of the importance of memory space for digital imaging needs, the FluCard® comes in high density format ranging from 8 Gigabyte to 64 Gigabytes.

FLUCARD® PORTAL

Users of the FluCard® will have immediate access to the FluCard® portal (www.flu-card.com) through a preset password that comes with the FluCard® package. 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 enables users to zoom and pan their digital images and seamlessly link them to a network of Photo processing shops.