



TREK 2000 INTERNATIONAL LTD (Registration Number 199905744N)

NEWS RELEASE

TREK ACHIEVES ANOTHER WORLD'S FIRST WITH ITS NEW FLUCARD™ INVENTION

- **The FluCard™ enables wireless transfer of digital images through equipment with SD host slots.**
- **It is an invention that has arrived years ahead of its time.**
- **Trek's FluCard™ is the first "insert-and-play" invention of its kind.**
- **A powerful and scalable invention that is user friendly, the FluCard™ will bring a new lifestyle to the world.**
- **Toshiba is partnering with Trek to distribute the FluCard™ and it will also be working with Trek to mutually enhance their R&D efforts.**

SINGAPORE, 20 January 2010 – Mainboard listed engineering solutions provider and the inventor of the ThumbDrive®, Trek 2000 International Ltd ("Trek" or the "Company") today unveiled its latest invention – the FluCard™.

The FluCard™, which assumes the form factor of the Secure Digital ("SD") card, is an intelligent, wirelessly-enabled "insert-and-play" 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 wirelessly-enabled "insert-and-play" 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 Secure Digital Input Output ("SDIO") and SD cards host interface devices. For more information on the FluCard™, please refer to the attached fact sheet.

Commenting on Trek's FluCard™, Mr Henn Tan, Executive Chairman and CEO of Trek says: "The FluCard™ is another first for Trek. 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. The FluCard readily breaks through geographical barriers, enabling users in different locations to share images with each other as well as a community of users."

Presently, to share information among users, one has to rely on the computers and the internet. With the arrival of the FluCard™, information can be transferred wirelessly on a peer-to-peer basis or among a community of FluCard™ users through their equipment, which can either be photographic equipment, digital photo-frames, television, computers or laptops and many others so long as their equipment have SDIOs or SD Card host slots through which the FluCard™ can be inserted to operate.

Recognizing the potential of the FluCard™, Toshiba, a significant shareholder of Trek is extremely excited about this new invention. To re-affirm its commitment and support, it has also announced that:

1. Toshiba will appoint Trek as its OEM manufacturer for the FluCard™.
2. Toshiba will be working closely with Trek to mutually support each other in its product development efforts.
3. Toshiba will lead the formation of a consortium to support the distribution of the FluCard™ and oversee the intellectual property protection over this new invention. The consortium members will comprise the world's leading photographic equipment manufacturers from Japan and their names will be announced in due course.

Present at the announcement today, Mr Hiroto Nakai, a senior manager from Toshiba says: "We are very excited with the FluCard™ and we see tremendous opportunities in the potential of this new invention. The FluCard™ is the answer that digital technology is searching for and it is a technology that is years ahead of its time. The photographic industry will certainly benefit from the FluCard™ and we are currently exploring ways through which Trek and Toshiba can work together. The FluCard™ is another successful invention with Singapore roots and we are confident that it will find its rightful place in the world within a very short period of time."

Trek and Toshiba will be officially launching the FluCard™ in Japan in February 2010. At this event, another new invention complementary to the FluCard™ – the i-Ball, a device that enables remote audio and video recording on the move will also be unveiled. Trek and Toshiba are also in communication with various Japanese digital photographic equipment manufacturers to bring the FluCard™ onto another platform of growth.

The FluCard™ is a new technological wave that will release abundant opportunities for both businesses and consumers. The first batch of sales should commence from 2nd quarter 2010.

“This new invention will bring many conveniences to digital image sharing and in the process remove many barriers that users experience in this particular area,” says Mr Henn Tan, “more importantly, the FluCard™ is a new wave of technology that is poised to bring in a new lifestyle to the world and redefine the meaning of communication, in particular, digital imaging communication.”

The FluCard™ is expected to contribute positively to the financial performance of Trek from the 2010 financial year.

About Trek 2000 International Ltd

Trek 2000 International Ltd, an industry leader, innovator, original inventor and patent owner of the ThumDrive® (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® 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>.

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FACT SHEET

The FluCard™ A New Technology Wave

DESCRIPTION

The FluCard™, which assumes the form factor of the SD card, is an intelligent, wirelessly-enabled “insert-and-play” 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 wirelessly-enabled “insert-and-play” 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 refers to the ability of the FluCard™ to transfer contents on a pre-defined mode and users can select contents to update at their convenience. The Menu Option feature of the FluCard™ is dynamic and scalable. Through Trek’s FluCard™ portal, applications can be added as and when required.
- **Contents Transfer**
This refers to the ability of the FluCard™ to transfer contents wirelessly, upload and received contents to and from a virtual storage system to a camera (peer-to-peer) or from a camera to a host of other cameras or to any devices with compatible SDIOs and or SD host slots, enabling instant image or photo sharing.
- **Partitioning**
Enables the user to partition data memory storage space as required.
- **Password Authentication**
Authentication of the FluCard™ can conveniently be executed through the mobile phone without the need to solely rely on the computer.
- **Multi-tasking,**
This capability enables cameras and other digital equipment in use to perform various tasks simultaneously, for example, transfer and send data while capturing images.
- **Piezzo**
Beeping sounds heard during data transmission and reception keeps users informed when the data transmission is activated.
- **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 32 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 that they purchase. 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 zoom and pan their digital images using its inbuilt multi-touch function.