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FOR IMMEDIATE RELEASE

Ricoh Imaging expands FluCard applications with latest PENTAX K-S1 Sweets Collection

- **Second collaboration between Trek and Ricoh Imaging, testament to Trek's success in providing flexible and customisable FluCard® solutions**
- **Trek FluCard® Solution for Ricoh allows for wireless tethering to a smartphone or tablet computer for live-view photography and image download**

SINGAPORE – October 28, 2014 - Trek 2000 International Ltd. ("Trek"), inventor and patent owner of the ThumbDrive™ and FluCard®, board director of SD Card Association¹ and co-chairman of iSDIO forum, today announced that its unique FluCard® technology will now be made available with Ricoh Imaging's new camera line: the PENTAX K-S1 Sweets Collection ("K-S1").

Trek had initially customised a FluCard® solution for the PENTAX K-3 digital SLR camera ("K-3") by Ricoh Imaging in November 2013. Subsequently, Ricoh Imaging has expanded the use of Trek's FluCard® to its K-S1 line (<http://www.us.ricoh-imaging.com/about/press/343>). This customised FluCard®, which is a Secure Digital Memory Card (SD), comes with built-in Wi-Fi capabilities. Users can wirelessly connect their smart phone or tablet computer to the K-S1 via the FluCard® and then remotely capture and download their pictures on the electronic devices in real time. Images stored in the FluCard® will also be automatically uploaded onto the FluCard® Portal, which creates a backup for users' photos and videos while freeing up memory space on the FluCard®.

"We are very pleased that Ricoh will be employing our FluCard® solution to a wider selection of digital SLR cameras. This is the second camera model by Ricoh to utilize our FluCard® capabilities and is an encouraging sign that we have been making progress in our efforts to tap into the camera market. We look forward to further collaborations with Ricoh, while at the same time looking for more opportunities within the consumer electronics market to apply our FluCard® technology."

- Mr Henn Tan, Executive Chairman and CEO of Trek 2000 International Ltd

Ricoh Imaging announced the launch of the PENTAX K-S1 Sweets Collection which comes in three special colour options: Strawberry Cake, Blue Cream Soda and Lime Pie. The K-S1 adopts many technologies pioneered by flagship model K-3 while incorporating newer features to enhance user experience.

-The End -

¹ The SD Association is a global ecosystem of companies setting industry-leading memory card standards. (<https://www.sdcard.org/home/>)

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) and FluCard® 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, Indonesia 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 and the ASEAN BUSINESS AWARDS for Innovation in 2011 and ASIA-PACIFIC ENTERPRISE LEADERSHIP AWARDS for Spirit of Innovation Award in 2013.

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>, <https://www.cloudstringers.com>

Issued for and on behalf of Trek 2000 International Ltd

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