



Trek 2000 International Ltd
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FOR IMMEDIATE RELEASE

Trek's Mobile Media Solutions rebranded *Interactive Consumer Solutions* to reflect business strategy

- **Widely adopted mobile media solutions expand to include cloud-based initiatives and interactive consumer electronics**
- **FluCard® and its advanced modular Wi-Fi technology provide value-add for customers by reducing their overall product development time, resolves compatibility and integration bottlenecks, enhancing the critical Time-To-Market cycles for new products launches more effectively**
- **In line with Group's strategic focus to develop innovative product solutions in three key growth areas - wearable, medical and cloud technologies**

SINGAPORE – August 7, 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 its existing core business division, Mobile Media Solutions ("MMS") has been rebranded as ***Interactive Consumer Solutions*** ("ICS") to reflect its business strategy.

As published in the Group's full year financial results ended 31 December 2013 ("FY2013"), MMS contributed 85.3% or US\$63.0 million of its overall revenue achieved. Being the Group's mainstay business, it continues to drive growth through its leading edge Research & Development capabilities and extensive range of highly versatile applications. Trek's innovations, from ThumbDrive® to its proprietary Wi-Fi enabled FluCard® and cloud-based initiatives such as Cloudstringers, continue to drive the company's strategic partnerships, product applications and longer term revenue growth².



Figure 1: Exhibits of Trek's range of Interactive Consumer Solutions

"As we grow our business, we continue to develop more FluCard® modular applications for interactive consumer electronics such as gadgets, solid-state drives and automobile entertainment systems. More

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

² Cloudstringers is an award-winning media platform for public and professionals where digital content such as videos and images may be stored, exchanged and transacted

*importantly, we provide value add to our customers as our proprietary FluCard® modules reduce their overall development time, substantially improving Time-to-Market product launches, allowing them to focus on marketing their new products effectively. As we increase our suite of product and service offerings beyond Mobile Media Solutions, our rebranded **Interactive Consumer Solutions** will continue to drive Trek's strategic development and growth ahead.*

Our leading edge and innovative Research & Development team will build on Trek's proven track record of patented technologies and applications to support the explosive growth in global demand for interactive consumer products, and in particular, our strategic focus in wearable, medical and cloud technologies. "

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

-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) 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>,

Issued for and on behalf of Trek 2000 International Ltd

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