



Trek 2000 International Ltd
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FOR IMMEDIATE RELEASE

Trek wins US\$25.0 million agreement to supply Wi-Fi modules for Rely/Mattel China's children educational interactive devices

- **Rely/Mattel has an extensive global clientele base which includes world's largest toy manufacturer**
- **Trek's proprietary WI-Fi FluCard® demonstrates its versatility capabilities with its wide range of applications in consumer electronics**
- **Positive financial impact expected for FY2014 with delivery of products in second half of the year**

SINGAPORE – July 21, 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 they have secured a US\$25.0 million agreement to supply Wi-Fi FluCard® modules to Rely/Mattel China for its children educational interactive devices.

Encompassing Trek's new tagline of "**Innovation: Inside Out**", it continues to increase its suite of innovative product and service offerings. With the increase in global demand for consumer electronics, this industry was worth US\$253.9 billion in 2013 and is expected to grow by 5% annually over the next five years to US\$321.8 billion by 2018².

"Securing this supply agreement is a strong testament of our proprietary FluCard®'s versatility as we move from the world's first adaptation of FluCard® in interactive whiteboards to explore the opportunities that avail within the growing consumer electronics market."

"We are also particularly pleased that with the commencement of delivery to take place in the second half of this year, a positive financial impact is expected for FY2014."

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

In Trek's most recent quarterly announcement, it achieved sales revenue of US\$14.9 million during the first quarter of FY2014 and US\$73.9 million for FY2013.

"As we expand our offerings to suit the world's growing demand for our products, it is imperative for us to reinvent. We are pleased and confident that with Trek's supply of Wifi FluCard® modules, it will value add to our existing range of products."

- Mr. Owen Wu, CEO of Rely/Mattel China

-The End -

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

² "Consumer Electronics: Global" – MarketLine – www.MarketResearch.com

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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) 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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