



Trek 2000 International Ltd
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FOR IMMEDIATE RELEASE

Trek 2000 to feature award-winning Cloud Stringers, a secured marketplace for breaking news, at 2014 NAB Show in Las Vegas

- ***Innovation: Inside Out*** – where simple ideas are nurtured into engineering concepts and brought to life with Trek’s suite of innovative product and service offerings
- **Established virtual private network targeted at broadcasters, news stringers and media industries where videos and images could be uploaded and transacted securely**
- **Backed by patent protection and with more than 30 broadcast stations on board, Trek expects strong interest from the expected attendance of more than 93,000 trade visitors**

SINGAPORE – April 1, 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 will be participating in the 2014 NAB Show jointly with Panasonic Corporation and Panasonic Systems Asia Pacific (“Panasonic”) in Las Vegas from 5 – 10 April 2014 and will be featuring their award-winning and proprietary Cloud Stringers solution, an End-to-End Solution that directly connects buyers and sellers in the e-commerce arena.

In line with Trek’s strategy to build an ecosystem around the Wi-Fi enabled FluCard®, which is compatible with any SD card host devices, Cloud Stringers is an innovation that expands the conventional usage of a SD card as a medium of storage to that of a digital marketplace. With Cloud Stringers, it provides a seamless & integrated ecosystem for television stations that acquire real-time videos and photos from mobile stringers on the go. Video footage recorded on Electronic News Gathering (“ENG”) professional video cameras and photos from professional cameras will be transmitted via the the FluCard® GOLD in real time-mode to the cloud portal, which are then made available for purchase and download through our “World’s First Market Place”.

“Supported by our recent patent grant for our FluCard® revolving the entire ecosystem, we are pleased to share that we have secured more than 30 broadcast stations as partnering users from Thailand, Philippines, Vietnam, Indonesia and India. The endorsement by Panasonic in Cloud Stringers and our patent grant are strong testaments to our inventive capabilities.

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

Prior to Cloud Stringers’ official launch, this unique and proprietary technology of Trek’s already earned the endorsement from industry judges at the France-Singapore ICT Awards 2013, having won the “Most Innovative Consumer Solution” Award². More recently in March 2014, Trek’s customised FluCard® received widespread recognition within the industry and end-users as it received a five-star top-of-its-class rating from Digital Photography Review³.

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

²This award seeks to recognize Singapore-based companies that design and develop innovative solutions to improve the overall consumers’ experience.

³Digital Photography Review is a premium digital photography site with an audience of seven million unique visitors a month reading over one hundred million pages.

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“Cloud Stringers will prove to be an invaluable & value-added business approach, providing a significant game changer that is well-poised to take on the new generation of broadcasting and acquisition process. As pioneers in the industry, it has been a privilege working with Trek on this new endeavor.

-Mr Wilfred Wee, Managing Director of Panasonic Systems Asia Pacific

Started in 1923, the NAB Show is an annual trade show produced by the National Association of Broadcasters and takes place at the Las Vegas Convention Center in Las Vegas, Nevada, USA. Purchasing power in excess of US\$20.7 billion is expected to be represented onsite, with more than 1,550 companies spread over 850,000 square feet of exhibition space⁴.

Mr Tan also added, “We are exceedingly excited to be showcasing our proprietary Cloud Stringers solution together with our stakeholders, to showcase Cloud Stringers’ products and services on a global center stage such as the NAB 2014 Show.

Joined by more than 93,000 media and entertainment professionals across 150 countries, we are confident that our revised tagline of ‘Innovation: Inside Out’ resonates with NAB Show’s ‘Where Content Comes to Life’. We take pride in being a home-grown company that strives by nurturing simple ideas into engineering concepts and bringing them to life to change the lifestyles of consumers for the better.”

-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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⁴ Fast facts on NAB Show (<http://www.nabshow.com/2014/about/overview/>)