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**FOR IMMEDIATE RELEASE**

## **Trek's award-winning Cloudstringers solution clinches exclusive partnership with KTA, Asia's official kiteboarding association**

- **Guaranteed 150,000 signups to a cloud-based ecosystem where users can store, view, share, exchange and transact content recorded during KTA's events**
- **Continues to forge strategic collaborations with regional partners to expand user base**

**SINGAPORE – June 2, 2015** - Trek 2000 International Ltd. (Trek), inventor and patent owner of the ThumbDrive™ and Flucard®, board director of SD Card Association<sup>1</sup> and co-chairman of iSDIO forum, today announced that its subsidiary Cloud Stringers (S) Pte Ltd (Cloudstringers) has entered into an agreement with Kiteboard Tour Asia (KTA) to be the organisation's official and exclusive channel for photo and video coverage at all of KTA's events.

Founded in 2009, KTA is the only official Championship tour organisation in Asia sanctioned by the International Kiteboarding Association (IKA), the world governing body for kitesurfing. With at least three major championships held in Asia per season tour, the association guarantees a minimum signup of 150,000 users on the Cloudstringers platform.

*"Kiteboarding is a fast growing sport worldwide and is in a favourable position to be included in the 2020 Olympic Games. Tapping on this trend, this first-of-its-kind exclusive collaboration between Cloudstringers and an international sporting association such as KTA will drive traction in our efforts to grow the subscriber base as we leverage on their extensive network.*

*While we had introduced this award-winning solution previously, our measures to nurture its growth begin to bear fruit as we proactively seek partnerships to grow our regional footprint. In December 2014, Cloudstringers was privileged to receive investments from industry leaders Toshiba and Panasonic in support for the development of our Flucard® ecosystem. By leveraging on their strong international outreach and this new partnership, we are closer to realising our vision of transforming the way photos and videos are shared and transacted online worldwide."*

**- Mr Vincent Leong, President, Operations and System Solutions, Trek 2000 International Ltd**

The exclusive partnership provides that all digital content, which includes photos and videos taken during the KTA events be it by professional users or social contributors, will be uploaded onto Cloudstringers. Subsequently, parties interested in viewing or purchasing professionally taken photos and videos will be required to access the content on Marketplace, a forum within Cloudstringers dedicated to the sale of digital content. While all subscribers will be allocated free storage space on the cloud ecosystem, the Marketplace differentiates with its ability to allow all professional content uploaded on the portal to be viewed and transacted in real time.

*"KTA is dedicated to growing the interest for kiteboarding in Asia by introducing professional level competition and training in the region. In our bid to grow our presence, we sought to find partners that are able to support our efforts and multiply our marketing mileage as we push out selective promotional information and digital content to the public.*

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

*We chose Cloudstringers as our exclusive partner as we believe that the cloud-based ecosystem with its user-friendly mobile app suits the convenience of both professional and social users. The aim of KTA is to provide a stepping stone for Asia's best kiteboarders and visiting international participants to enter the World Championships and Pro-tour scene by giving them the full experience of high level competition at a local level. With the digital content taken at KTA's events uploaded on Cloudstringers' Marketplace, the forum is an important avenue to extend our regional outreach and offer an opportunity for amateur competitors to be differentiated. Furthermore, our equipment partners can also broaden their exposure by advertising on the platform.*

*We are delighted to be working with Trek to promote our competitions and we hope that this is just the beginning of a long and mutually beneficial partnership."*

**- Mr Neil Godbold, Founding director of KTA**

*Globally, cloud service has grown tremendously over the past couple of years with a CAGR of 24%. Under our Global Company Partnership (GCP) programme, IE Singapore has been working with Trek's Cloudstringers to help them find more content partners and enhance their global brand presence. This joint effort has enabled them to secure global partners such as KTA and News Connect Thailand. We will continue to support home grown companies such as Trek in their push to create more synergistic global partnerships."*

**- Mr. Jason Lim, Group Director for Technology Business, International Enterprise (IE) Singapore**

- 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 Interactive Consumer 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 also received the Best Managed small Company in Singapore by AsiaMoney (of Euromoney), the INVENT Singapore Award 2008 and the ASEAN Business Award for Innovation in 2011. More recently, the company was awarded Asia-Pacific Enterprise Leadership Awards for Spirit of Innovation Award in 2013 as well as the SD Association Awards of Excellence 2014.

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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