



**Trek 2000 International Ltd**  
(Registration Number 199905744N)  
30 Loyang Way, #07-13/14/15  
Loyang Industrial Estate  
Singapore 508769

**FOR IMMEDIATE RELEASE**

## **Trek's Cloudstringers solution secures HTV, Ho Chi Minh City's official television channel, as partner for its revolutionary Enterprise service**

- **Welcomes onboard HTV as customer and partnering user of the Cloudstringers Enterprise solution as it continues to gain traction among corporations**
- **Step forward for Cloudstringers in becoming a top platform by which television and broadcast stations release and purchase digital content**

**SINGAPORE – July 10, 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 signed on Ho Chi Minh City Television (HTV) station for the Cloudstringers Enterprise service.

*"We are proud to welcome another prominent television broadcaster as a customer of our Enterprise solution. This is a pledge of confidence to Cloudstringers as a one-stop solutions provider for the management of broadcasting and professional media content. Moving ahead, we strive to build on our continued success with HTV while aggressively expanding our clientele base in order to be a market leader in the professional and broadcasting industry."*

**- Mr. Wayne Tan, Director of Cloud Stringers (S) Pte Ltd**

HTV is the official television channel of Ho Chi Minh City as well as the largest local television broadcaster in Vietnam. HTV is excited in adopting Cloudstringers Enterprise solution to streamline processes related to the storage, purchase and download of media digital content. Cloudstringers Enterprise solution will enable HTV to effectively manage and facilitate communication remotely with their media team in real time.

*"We exclusively selected Cloudstringers Enterprise services as we believe that the versatile solution addresses our needs and requirements as a television broadcaster. We sought a platform for media digital content that would complement our existing workflow management system and are more than satisfied with the collaborative and secure content ecosystem provided to us by Cloudstringers. We look forward to developing a more comprehensive and synergistic partnership with Cloudstringers as we appreciate the value-adding opportunities the solution offers."*

**Mr. Tran Quang Tri, President, MMC-Video, HTV**

More recently in June 2015, Cloudstringers also has signed on News Connect Broadcast Thailand (News Connect) as its customer for Cloudstringers Enterprise service. News Connect is one of the 111 broadcast stations<sup>2</sup> in Thailand and Cloudstringers will continue to target expansion of its user database in the region.

- The End -

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

<sup>2</sup> "Television Broadcast Stations", The World Factbook (<https://www.cia.gov/library/publications/the-world-factbook/fields/2015.html>)

### **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.

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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**

#### **Contact Information**

<b>Financial PR Pte Ltd</b>	<b>Trek 2000 International Ltd</b>
Mr. Tok Chong Yap/ Ms. Stephanie Chong Investor Relations Consultants Tel: (65) 6438 2990 / Fax: (65) 6438 0064 Email: <a href="mailto:staff@financialpr.com.sg">staff@financialpr.com.sg</a>	Mr. Gurcharan Singh Chief Financial Officer Tel: (65) 6546 6088 / Fax: (65) 6546 6066 Website: <a href="http://www.trek2000.com.sg">http://www.trek2000.com.sg</a>