



FOR IMMEDIATE RELEASE

**SITEX PACKS HALLS WITH YEAR-END DISCOUNTS,
36 NEW EXHIBITORS & INAUGURAL TRAVEL TECH SEGMENT**

26 to 29 November 2009, Singapore Expo (Halls 5, 6 and Foyer 2), 11am to 9pm

Singapore, 26 October 2009 – With the pick-up in the economy, organisers of SITEX are confident that the demand for consumer electronics will remain strong at this year's show.

Said Mr Chandran Nair, Deputy General Manager of SingExhibitions which manages SITEX, "The booth space was completely sold out two months ahead of the show. To meet the demand for more space, we have extended the exhibition area to Foyer 2 which is adjacent to the main exhibition halls. We are also pleased to welcome 36 new exhibitors including 3 first-time foreign companies from Estonia, Hong Kong and Korea."

Among the 36 fresh faces are Allbright Technology, Album Stories, Axioo, EUBIQ, Foresight Marketing, Lau International, M1, Manda International from Hong Kong, Microsoft, TravelSIM from Estonia, Trek2000, Yarraa Inc, Pericom and Waliwastokm.

SITEX show organiser Ms Ho Se Mun, Executive Director of the Singapore infocomm Technology Federation (SiTF) added, "IT enthusiasts can expect to see a wide array of the latest and most sought-after digital hardware and software – be it animation, gaming, mobile communications, smart home, education, sports electronics – from leading brands such as Asus, Acer, Lenovo, LG, Linksys, HP, M1, Microsoft, Samsung, Seagate, Sony, Starhub and Toshiba. A galore of year-end festive discounts and bundle deals will be offered by the retailers to get the cash tills ringing."

A new Travel Tech segment catered to Singaporeans' penchant for travelling will offer visitors a multitude of gadgets to choose from for that overseas trip.

The organisers are confident to tip last year's record of 826,000 visitors and \$45 million in sales revenue.

This year's highlights:

Travel Tech (Halls 5 & 6) - NEW segment!

This new segment features gadgets that are not only packed with performance but also extremely portable for that out-of-town trip. Gizmos and solutions offered by exhibitors include navigation phones by Garmin-ASUS nüvifone™, digital photo albums by Photo Solutions and Album Stories, MP3 players by Aigo and Apple, Travel SIM cards by TravelSIM as well as GPS travel loggers by Asia Radio. For more listing, refer to **Appendix A**.

“All I Want For X’mas” Lucky Draw – over \$25,000 worth of prizes

For the first time, the organisers will be holding an “All I Want For X’mas” Lucky Draw to reward customers for their purchases. Visitors can redeem their lucky draw coupons outside Hall 5. For every \$100 accumulated in a single receipt, visitors will receive a lucky draw coupon which entitles them a chance to win any one of the following 8 prizes:

- \$2,000 cash + Samsung 46" LCD TV worth \$3,599 or
- \$2,000 cash + Sony 40" LCD TV worth \$2,399 or
- \$2,000 cash + JVC HDD Camcorder worth \$1,699 or
- \$2,000 cash + LG Blu Ray Player worth \$1,699
- \$2,000 cash + Olympus DSR Camera worth \$1,048 or
- \$2,000 cash + \$800 Osim cash vouchers or
- \$2,000 cash + Sony Digital Camera worth \$699 or
- \$2,000 cash + Samsung Net Book worth \$599

Ladies Go Tech Lucky Dip – With Over 50 Sets of Prizes

The organisers will continue its efforts to build a loyal fan base of female shoppers by organising the highly successful “Ladies Go Tech Lucky Dip”. Ladies who accumulate a minimum of \$200 in a single receipt will be entitled to a chance at the Lucky Dip. Visitors can redeem their prizes outside Hall 5. Attractive prizes include:

- Top prize: 7-Night Resort Stay for 4 Anywhere In The World (1 set worth \$2000)
- abKey Premium Keyboard (5 sets worth SGD151 each)
- D-Link Xtreme Storage Router (1 set worth \$399)
- D-Link MediaLounge Media Player (1 set worth \$179)
- G-Cube’s Notebook Skins (25 sets worth \$35 each)
- Handy Door Viewer (3 sets worth \$349 each)
- Holux 5" GPS (3 sets worth \$359 each)
- Pat Says Now Laptop Sleeves (10 sets worth \$59 each)
- Sony Cybershot Digital Camera (2 set worth \$679 each)
- Zumreed SFit Headphones (5 sets worth \$79 each)

Cash Converters (Hall 5, Booth 5A00)

Visitors can also exchange their quality electronic products for instant cash to finance their new purchases. Items traded at the Cash Converters booth must be in working condition and include Computers (Pentium IV and above), Notebooks/Laptops (Pentium IV and above), PDAs, Handphones, Printers, Digital Cameras, Digital Video Cameras, LCD Monitors/TVs, MP3/MP4 Players, Portable DVD Players, Microsoft Xbox, Sony PSP and Play Stations, and Nintendo.

Go Green With SITEX

- eWaste Recycling (Entrance of Hall 6)

Electronic items which are not accepted by Cash Converters can be discarded in the eWaste Recycling Bins. Proceeds from the recycling will be donated to the Society for the Physically Disabled (SPD).

- Paper Recycling On-the-Go (Entrance of Hall 6)

Visitors at large-scale consumer exhibitions often leave behind large amounts of trash which could otherwise be recycled. Added Mr Nair, "As event organisers, one of our key priorities is to offer a clean and pleasant environment for our visitors. We would like to encourage visitors to discard any unwanted brochures and flyers, not on the floor, but into designated paper recycling bins placed at the entrance of the halls". Visitors will be doing this for a good cause as proceeds from the recycling will be donated to the Society for the Physically Disabled (SPD).

Established since 1988, SITEX is organised by Singapore Infocomm Technology Federation (SITF) and managed by SingExhibitions.

Editor's note:

- High res 2008 photos can be downloaded from http://www.hg.sg/public/sitex_hires_images.zip
- SITEX 2009 logo can be downloaded from http://www.sitex.com.sg/content_page/download_logo.html

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Appendix A – Travel Gadgets

- Navigation phones – Garmin-ASUS nüvifone™
- Digital photo albums – Photo Solutions, Album Stories
- MP3 players – Aigo, Apple
- Travel SIM cards - TravelSIM
- GPS travel loggers - Asia Radio
- Travel adaptors – Uniross travel plugs
- Digital cameras – Canon, Casio, FujiFilm, Nikon, Samsung, Sony, Olympus, ORDRO
- Photographic equipment - Formex by Manda
- Road navigators – Garmin, Holux, TIBO, VITAS, SpeedNavi SQ, Marbella
- Netbooks – ASUS, Axioo, Corbell (MSI), HP, Kohjinsha, Samsung, Toshiba Slim Series PORTÉGÉ, IdeaPad U350
- Camcorders - ORDRO, Aiptek PenCam HD, Ranger
- Noise-cancelling earphones – Aceline (JVC), Plantronics
- Pocket speakers - Bizgram
- Internet radios - Orange Communications
- Language software – Cylon, DEZ
- PDAs – Acer, Samsung, HTC, HP IPAQ
- Bluetooth – i-Tech, Phillips
- VOIP Adapter for free overseas incoming calls - Linksys
- Pocket projector - Aiptek Pocket-sized Projector T30
- Pocket Cinema - Aiptek PocketCinema V20
- Data storage – Astone Mini Pocket Drive, SanDisk Ultra® Backup USB Flash Drive and SanDisk Extreme® series memory cards, Toshiba HDD