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SITEX A SELL-OUT!

Singapore, 30 November 2009 – The 21st edition of SITEX concluded its four-day run yesterday with top-notch results, attracting a record 859,040 visitors (4% up from last year's 826,000) and chalking an estimated \$48.6 million in sales (8% up from \$45 million last year). SITEX is organised by the Singapore infocomm Technology Federation (SiTF) and managed by SingExhibitions.

Mr Chandran Nair, Deputy General Manager of SingExhibitions said, "Singaporeans seem to have an insatiable appetite for consumer electronics. With cautious optimism hovering over the economy, consumer spending was certainly buoyed by attractive bargains and bundle deals offered by the exhibitors. Many were happy to walk away with value deals on laptops, netbooks, digital cameras, GPS, LCD televisions, media players and external hard drives."

This year's event showcased 36 newcomers which included Allbright Technology, Album Stories, Axioo, EUBIQ, M1, Microsoft, Trek2000 and Yarraa Inc. There were also three first-time overseas exhibitors including BuyRule from Korea, Manda Photo Services from Hong Kong, and TravelSIM from Estonia. Familiar names at the show were Acer, Asus, Dell, HP, Starhub, Sony and Toshiba, just to name a few.

Female shoppers also made a beeline for the Ladies Go Tech Lucky Dip which was aimed at increasing the number of females at the show. Continued Mr Nair, "Many gadgets these days have been customised with style and fashion to capture the female hearts and attention. With an increase in such offerings, we have seen the percentage of female visitors rise from 23% in 2005 to 35% last year."

The next edition of SITEX will be back at the Singapore Expo from 2 to 5 December 2010.

For more information, visit www.sitex.com.sg.

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