

PRESS RELEASE**SITEX WINS BIG YET AGAIN****Cash registers at Singapore's favourite consumer IT show
sang to the tune of S\$52million**

Singapore, 28 November 2010 (9.00pm) – Singapore's longest-running consumer electronics and IT exhibition ended its four-day run on a high note today. Over **900,000 visitors** brought the house down at **SITEX**, surpassing last year's visitorship record by an impressive five per cent. The final sales figure was just as remarkable – some **S\$52 million** was chalked up at this 22nd edition.

This year's show, which took up an unprecedented **25,000sqm** in **Halls 4B, 5 and 6 of Singapore EXPO Convention and Exhibition Centre**, featured **44 new exhibitors** which included *3Q Technologies, Alltek Technology, Aurica, Brother International, Casio, Emjay Enterprises, Fuji Xerox, HC Shinco, M3Asia Distribution, McCoy Consumers, Palladine Technology, Replay Interactive, Symantec, Tree Vision, Vectra, Yuet Ming Trading, and ZMC Pitstop*. Returning household names were *Acer, Apple, Asus, Dell, Fujitsu, Hewlett Packard, Lenovo, LG, Linksys, Microsoft, OSIM, OTO, Samsung, Sony, Western Digital* and *Zen'Yu*, just to list a few.

Mr Edward Teo, General Manager of NaviCom Technology Pte Ltd, an exhibitor at the Hall 4B extension, says, "On the increasingly congested roads of Singapore, global positioning systems and traffic management gadgets are set to become must-haves for every motorist. At SITEX 2010, our top-selling item was the Garmin nüvi 3790, the thinnest portable navigator which features a multi-touch glass display, voice-activated navigation, 3D building and terrain view, lane information with junction view, as well as hands-free calling compatibility. We are confident that NaviCom will remain as the regional market leader in consumer GPS devices."

Mr Steven Lau, General Manager of Lau International, another company exhibiting in the new Hall, noted heightened interest in photography accessories and equipment. He says, "Hobbyists have definitely become more sophisticated in their craft in recent years, often seeking out higher-end specialist gear. Thanks to regular customers as well as new buyers,



including tourists, sales at SITE X 2010 has increased by around twenty per cent compared to last year.”

Another item that flew off the SITE X shelves was the tablet, and Palladine Technology Pte Ltd, recorded brisk sales for its newly launched Palroid. Mr Bennie Tan, Palladine’s Managing Director, says, “We have positioned our tablet as an essential IT gadget and are confident that tablets will go the way of smartphones, which have established themselves as a mainstay in the digital lifestyle.”

South Korean audio and telecommunication accessories manufacturer, Cresyn Co Ltd, is entering the Singapore market in partnership with Mojito Group, and sales for its earphones and headphones have been very encouraging at SITE X. Shares Mr William Cho, Global Sales Manager, “Earphones and headphones will never go out of fashion as people the world over listen to music and radio everyday. The market potential of Singapore and Southeast Asia is high and Cresyn would like to tap onto the increasing affluence of Asian urbanites.”

Adds Mr Wesley Han, Mojito’s Managing Director, “Sales at our SITE X booth was extremely encouraging and is in fact better than last year. Perhaps because it is the year-end festive season, we saw people buying in bulk at wholesale prices. In view of the strong consumer confidence, we are looking at bringing in a higher-end premium range of products next year.”

Mr Chandran Nair, Deputy General Manager of SingExhibitions, concludes, "Judging from the strong turnout at SITE X, it was quite clear that people have put the recession behind them and consumer confidence has improved by leaps and bounds since the last edition, with increased visitorship from non-Singaporeans, including expatriates and tourists. SITE X 2010 was undoubtedly a unique platform for electronics, IT and telco companies to build market share through offering attractive discounts and bundle deals, for which consumers seem to have an voracious appetite.”

Look out for the next exciting edition of SITE X to be held at Singapore EXPO from 24 to 27 November 2011.

About SITE X



Organised by the Singapore Infocomm Technology Federation (SiTF) and managed by SingExhibitions, SITE X is the longest-running consumer IT exhibition in Singapore. For 22 years, SITE X has provided an excellent platform for companies to showcase and launch IT products, services and technologies to a wide and targeted audience. For more information, visit www.sitex.com.sg.

About Singapore Infocomm Technology Federation

SiTF is the Singapore Infocomm industry trade association. It brings together almost 400 corporate members from MNCs and local companies. SiTF assists its members in business development, market intelligence, overseas trade missions, networking and alliances.

SiTF has nine chapters under its wing - Best Sourcing, Digital Media, Cloud Computing, eGovernment, eLearning, Green IT, Singapore Enterprise, Security & Governance and Wireless. SiTF also owns and manages the Infocomm Singapore Centre (ISC) in Shanghai and has a joint venture with Hangzhou e-Software Park (HZESP) to set up the solution centre in Hangzhou, China, to give local Infocomm companies a foothold into the China market. For more information on SiTF, please visit www.sitf.org.sg.

About Singapore EXPO Convention and Exhibition Centre

A top-ranked venue in Asia and Singapore's largest purpose-built MICE facility, Singapore EXPO Convention and Exhibition Centre, managed by Singex Venues Pte Ltd, is a one-stop event hub for every reason and season. Covering over 123,000sqm of indoor and outdoor space, comprising convention-exhibition halls, conference halls, meeting rooms, mobile V-Rooms, and The MAX Pavilion, EXPO welcomes over six million visitors and 600 events every year, ranging from exhibitions, conventions, corporate meetings, award ceremonies, gala banquets, to consumer shows. By early 2012, EXPO will see a brand new convention wing with additional meeting facilities being added to the centre.

Equipped with world-class amenities, 2,500 parking lots and conveniently located just five minutes from Changi International Airport and fifteen minutes from the city centre, EXPO is a key contributor to Singapore's achievement as one of the world's most dynamic business event destinations. For more information, please visit www.singaporeexpo.com.sg.

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