



**SERIAL SYSTEM LTD**

**新暉科技有限公司**

**(Company Registration No. 199202071D)**

**(Incorporated in Singapore)**

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## **INVESTMENT IN SERIAL MULTIVISION PTE LTD**

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The Board of Directors of Serial System Ltd (the "Company") is pleased to announce that SCE Enterprise Pte Ltd ("SCE"), a wholly owned subsidiary of the Company has invested a 65% equity interest in Serial Multivision Pte Ltd (Serial Multivision), a newly incorporated Singapore company.

The principal activities of Serial Multivision are venue management services, media owner and sales, interactive system integrator and technology, LED electronic lighting consultancy and LED electronic component distribution.

The issued and paid-up capital of Serial Multivision is S\$300,000 of which SCE's 65% contribution amounted to S\$195,000. The remaining 35% interest is held by VMS+ Limited Liability Partnership of which Mr Simon Choo Luke Chin is a partner. Mr Simon Choo Luke Chin has been appointed the director and chief executive officer of Serial Multivision.

The investment of S\$195,000 by SCE was funded through internal resources and is not expected to have any material impact on the net tangible assets and earnings per share of the Company for the current financial year ending 31 December 2010.

Mr Simon Choo Luke Chin is the brother-in-law of Derek Goh Bak Heng, a director and substantial shareholder of the Company and a director of SCE. Except for Derek Goh Bak Heng's relationship to Mr Simon Choo Luke Chin, none of the other directors or substantial shareholder of the Company has any interest, direct or indirect, in the above transaction.

BY ORDER OF THE BOARD

**Goh Bak Heng**  
**Executive Chairman/ Group CEO**

15 January 2010