



SERIAL SYSTEM LTD
新暉科技有限公司

(Company Registration No. 199202071D)
(Incorporated in Singapore)

Extension of Tyco Electronics' Distribution Rights to China, Hong Kong and South Korea

Serial System Ltd ("Serial") is pleased to announce that its wholly owned Singapore subsidiary, Serial Microelectronics Pte Ltd has been awarded Tyco Electronics' (TE) distribution rights for China, Hong Kong and South Korea. Serial has been working in partnership with TE since 1999 within South East Asia. With the extension of our distribution rights to these new territories, we believe that we will be able to grow TE business by uncovering more opportunities and customers for TE.

"Derek Goh, Executive Chairman and Group CEO, says, "Serial is very pleased to be working hand in hand with a global company. As North Asia (China, South Korea and Taiwan) accounts for more than 85% of the Group's turnover for the financial year ended 31 December 2008, we will continue to support, focus and invest in this region to grow the TE business. At Serial, we believe in building long lasting relationship with our suppliers and customers. With this partnership, it is our intention for TE to be Serial's largest non semiconductor line."

"We are very pleased to expand our relationship with Serial," said David Redfern, Vice President of Global Distribution for Tyco Electronics. "Serial's track record of success and strong reputation in the semiconductor market is very complementary to TE's product breadth and brand strength in the region. We look forward to a long and rewarding partnership."

The transaction is not expected to have a material impact on the financial statements of the Group for the financial year ending 31 December 2009.

BY ORDER OF THE BOARD

Derek Goh Bak Heng
Executive Chairman/ Group CEO

15 October 2009

About Serial System Ltd

Serial System Ltd started operations in 1988 as a distributor of electronics components in Singapore. The Company was incorporated as a private limited entity in April 1992 and listed on SESDAQ in April 1997. Serial System Ltd became a Mainboard listed company on Singapore Exchange Securities Trading Limited on 10 July 2000. Today, Serial has 40 offices within Asia. With more than 500 staff in Asia and turnover in the region of S\$511 million for financial year ended 31 December 2008, Serial is one of the leading regional electronics component distributors in Asia.

About Tyco Electronics

Tyco Electronics is a leading global provider of engineered electronic components, network solutions, specialty products and undersea telecommunication systems, with fiscal 2008 sales of US\$14.4 billion to customers in more than 150 countries. TE designs, manufactures and markets products for customers in a broad array of industries including automotive, data communication systems and consumer electronics; telecommunications; aerospace, defense and marine; medical; energy; and lighting.