

**ANNOUNCEMENT OF APPOINTMENT OF A MANAGER OF THE ISSUER OR ANY OF ITS PRINCIPAL SUBSIDIARIES, WHO IS A RELATIVE OF A DIRECTOR OR CEO OR SUBSTANTIAL SHAREHOLDER OF THE ISSUER \***

\* Asterisks denote mandatory information

Name of Announcer *	SERIAL SYSTEM LTD
Company Registration No.	199202071D
Announcement submitted on behalf of	SERIAL SYSTEM LTD
Announcement is submitted with respect to *	SERIAL SYSTEM LTD
Announcement is submitted by *	Wui Heck Koon
Designation *	Company Secretary
Date & Time of Broadcast	01-Oct-2009 18:04:37
Announcement No.	00124

**>> ANNOUNCEMENT DETAILS**

The details of the announcement start here ...

Date of Appointment *	01-10-2009
Name of Person*	Sean Goh Su Teng
Age *	30
Country of principal residence *	Singapore
The Board's comments on this appointment (including rationale, selection criteria, and the search and nomination process) *	Based on the expertise and past experience of Sean Goh Su Teng, the Board believes that he is able to perform his duties and responsibilities that are in line with his role within the Group
Whether appointment is executive, and if so, the area of responsibility *	Not applicable
Job Title (e.g. Lead ID, AC Chairman, AC Member etc.)	Vice President of Marketing, of Serial Microelectronics Pte Ltd, a Singapore wholly owned subsidiary of Serial System Ltd. Sean is responsible for the Group's marketing activities in Asia.
Working experience and occupation(s) during the past 10 years *	Sean Goh joined Serial Microelectronics Pte Ltd as Sales Engineer in June 2004. He was promoted to Product Manager in Jan 2006 and subsequently to Marketing Director in Jan 2009.
<u>Shareholding</u> * in the listed issuer and its subsidiaries *	None
Familial relationship with any director and/or substantial shareholder of the listed issuer or of any of its principal subsidiaries *	Sean is the cousin of Derek Goh Bak Heng. Derek Goh Bak Heng is the Executive Chairman, Chief Executive Officer and Substantial Shareholder of Serial System Ltd
Conflict of interests (including any competing business) *	None

**>> OTHER DIRECTORSHIP#**

# These fields are not applicable for announcements of appointments pursuant to Listing Rule 704(9)

Past (for the last 5 years)	
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	Not applicable
Present	Not applicable

>> INFORMATION REQUIRED PERSUANT TO LISTING RULE 704(7)(H)

Disclose the following matters concerning an appointment of director, chief executive officer, general manager or other executive officer of equivalent rank. If the answer to any questions is "yes", full details must be given.

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|---|--|
| <p>(a)* Whether at any time during the last 10 years, an application or a petition under any bankruptcy law of any jurisdiction was filed against him or against a partnership of which he was a partner at the time when he was a partner or at any time within 2 years from the date he ceased to be a partner?</p>   | <ul style="list-style-type: none"> <li>● No</li> </ul> |
| <p>(b)* Whether at any time during the last 10 years, an application or a petition under any law of any jurisdiction was filed against an entity (not being a partnership) of which he was a director or an equivalent person or a key executive, at the time when he was a director or an equivalent person or a key executive of that entity or at any time within 2 years from the date he ceased to be a director or an equivalent person or a key executive of that entity, for the winding up or dissolution of that entity or, where that entity is the trustee of a business trust, that business trust, on the ground of insolvency?</p> | <ul style="list-style-type: none"> <li>● No</li> </ul> |
| <p>(c)* Whether there is any unsatisfied judgment against him?</p>  | <ul style="list-style-type: none"> <li>● No</li> </ul> |
| <p>(d)* Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving fraud or dishonesty which is punishable with imprisonment, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such purpose?</p>  | <ul style="list-style-type: none"> <li>● No</li> </ul> |
| <p>(e)* Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such breach?</p>  | <ul style="list-style-type: none"> <li>● No</li> </ul> |
| <p>(f)* Whether at any time during the last 10 years, judgment has been entered against him in any civil proceedings in Singapore or elsewhere involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or a finding of fraud, misrepresentation or dishonesty on his part, or he has been the subject of any civil proceedings (including any pending civil proceedings of which he is aware) involving an allegation of fraud, misrepresentation or dishonesty on his part?</p>  | <ul style="list-style-type: none"> <li>● No</li> </ul> |
| <p>(g)* Whether he has ever been convicted in Singapore or elsewhere of any offence in connection with the formation or management of</p>   | <ul style="list-style-type: none"> <li>● No</li> </ul> |

any entity or business trust?

(h) \* Whether he has ever been disqualified from acting as a director or an equivalent person of any entity (including the trustee of a business trust), or from taking part directly or indirectly in the management of any entity or business trust?

● No

(i) \* Whether he has ever been the subject of any order, judgment or ruling of any court, tribunal or governmental body, permanently or temporarily enjoining him from engaging in any type of business practice or activity?

● No

(j) Whether he has ever, to his knowledge, been concerned with the management or conduct, in Singapore or elsewhere, of the affairs of :-

(i) \* any corporation which has been investigated for a breach of any law or regulatory requirement governing corporations in Singapore or elsewhere; or

● No

(ii) \* any entity (not being a corporation) which has been investigated for a breach of any law or regulatory requirement governing such entities in Singapore or elsewhere; or

● No

(iii) \* any business trust which has been investigated for a breach of any law or regulatory requirement governing business trusts in Singapore or elsewhere; or

● No

(iv) \* any entity or business trust which has been investigated for a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere,

● No

in connection with any matter occurring or arising during that period when he was so concerned with the entity or business trust?

(k) \* Whether he has been the subject of any current or past investigation or disciplinary proceedings, or has been reprimanded or issued any warning, by the Monetary Authority of Singapore or any other regulatory authority, exchange, professional body or government agency, whether in Singapore or elsewhere?

● No

>> INFORMATION REQUIRED PERSUANT TO LISTING RULE 704(7)(I)

*Disclosure applicable to the appointment of Director only.*

Any prior experience as a director of a listed company?

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Footnotes

Attachments

Total size = 0  
(2048K size limit recommended)