



TELECHOICE INTERNATIONAL LIMITED  
(REG. NO. 199802072R)

**FOR IMMEDIATE RELEASE**

## **TeleChoice appointed master distributor of Xtreme-DSP's VERTIX brand of advanced consumer electronic products**

***Vantage VX1 noise cancellation Bluetooth Headset, will be the first product to be distributed in 16 countries***

**SINGAPORE, Tuesday, 8 December 2009** – Main board-listed TeleChoice International Limited (“TeleChoice”), a regional provider of telecommunications solutions and services, wishes to announce that it has been appointed master distributor by Xtreme-DSP Global Pte Ltd (“Xtreme”) for its range of VERTIX branded advanced consumer electronic products. This appointment will augment TeleChoice’s range of product offerings in the mobile handset market.

The master distributorship covers 16 countries including Malaysia, Indonesia, China and Hong Kong. The first product to be distributed by TeleChoice is the *Vantage VX1*, a high performance Bluetooth headset with dynamic noise cancellation capabilities.

TeleChoice currently distributes mobile handsets and accessories from leading manufacturers such as LG, Motorola, Nokia, Samsung and Sony Ericsson. Through its retail arm, Planet Telecoms, it also operates retail concept outlets for LG, Nokia, Samsung and Sony Ericsson. With the award of the master distributorship, TeleChoice is claiming a stake in the lucrative Bluetooth headset market.

Ms Pauline Wong, Vice-President, Personal Communications Solutions Services, TeleChoice, said, “TeleChoice is constantly on the lookout for new, user-friendly, high quality products to complement our range of mobile handsets. We are pleased to be able to augment our offerings in the mobile handset market to include Xtreme’s range of VERTIX-branded products. According to ABI Research, the global mobile handset accessories market is set to reach US\$80 billion by 2012<sup>i</sup> and we are interested to increase our share of this market.”



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The advanced Vantage VX1 noise cancellation Bluetooth headsets complement feature-rich handsets and smartphones to realise their full user potential. Besides the maiden launch in Singapore, TeleChoice will be rolling out the VERTIX products to countries covered under the master distributorship.

Xtreme is a Singapore-based company specialising in creating technologically advanced and aesthetically pleasing consumer electronics products using globally renowned Digital Signal Processing ("DSP") technology marketed under its VERTIX brandname. The *Vantage VX1's* advanced DSP algorithm provides superior echo-free, full duplex, dynamic noise cancellation communication. The technology is able to filter up to 90% of background noise, giving unsurpassed clarity, as if the other party on the line were "next to you".

Said Mr Philip Tan, President and CEO of Xtreme, said "We are very pleased with this collaboration with TeleChoice. As a leading player in the mobile handset distribution business, we are confident of TeleChoice's ability to reach out effectively to our target markets. With its extensive distribution channels coupled with capabilities in order fulfilment and supply chain management, we are confident of mutually developing and growing market share for VERTIX's products. In addition to the *Vantage VX1* Bluetooth headset, Xtreme will be rolling out other aesthetically pleasing and high performance VERTIX-branded products."

The *Vantage VX1* will be available at all Planet Telecoms retail outlets, all StarHub shops including their Platinum outlets at IMM Building and Sembawang MRT station operated by Planet Telecoms as well as StarHub's Exclusive Partner outlets.

The appointment of TeleChoice as master distributor of VERTIX branded advanced consumer electronic products is not expected to have any material impact on the consolidated net tangible assets per share and consolidated earnings per share of TeleChoice.

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*This release may contain forward-looking statements that involve risks and uncertainties. Actual future performance, outcomes and results may differ materially from those expressed in forward-looking statements as a result of risks, uncertainties and assumptions. Representative examples of these factors include (without limitation) general industry and economic conditions, interest rate trends, cost of capital and capital availability, competition from other companies and venues for the sale/distribution of goods and services, shifts in customer demands, customers and partners, changes in operating expenses, including employee wages, benefits and training, and governmental and public policy changes. You are cautioned not to place undue reliance on these forward looking statements, which are based on current view of management on future events.*

**About TeleChoice International Limited (Regn No. 199802072R)**

TeleChoice International Limited ("TeleChoice") is a regional diversified provider and enabler of innovative communications. Incorporated in Singapore on 28 April 1998 and listed on the Main-Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") on 25 June 2004, TeleChoice is a subsidiary of leading info-communications group, Singapore Technologies Telemedia Pte Ltd, which operates in the Asia Pacific, the Americas and Europe.



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TeleChoice's three business divisions collectively offer a comprehensive suite of services and solutions for the telecommunications industry:

Personal Communications Solutions Services division provides distribution, fulfillment and supply chain management services relating to mobile handsets and accessories. It also manages retail distribution through its Planet Telecoms subsidiary.

Telecommunications Services division provides next generation communications & application solutions. The product offerings include a full range of iDD, Roaming and Callback services, Conferencing Solutions, SMS Messaging, Paging, Location Tracking and Mobile Data Network Services. Enterprise communication & application solutions extend to design, implementation and maintenance of PBX, IP Telephony, Unified Communications and Call Centre solutions as well as secured Wireless Local, Wide or Mesh Area Network. This division also offers a suite of innovative value-added call services such as "SunPage CallBack", "SunPage Budget Roaming", "SunPage Budget CallHome" and "SunPage Internet Call" which aim to help customers reduce the inevitable costly communication expenses and empower conveniences within their reach. SunPage iDD 1521 services connect to over 300 destinations and has about 265,000 registered fixed and mobile lines users as at 30 June 2008. "SunPage International Calling Card" is distributed at over 600 retail outlets such as convenience stores, including 7-Eleven, Cheers, money-changers and Singapore Post outlets.

Network Engineering Services division offers planning, implementation, optimisation and enhancement of telecommunication networks as well as providing managed outsourcing services for regional telecommunication operators and supplying and distributing specialised telecommunication equipment.

Some of TeleChoice's major customers and principals include StarHub Ltd and PT Indosat Tbk; and Avaya, Aruba, Aastra, HP, Google, Microsoft, Ericsson, L.G, Motorola, Nokia, Samsung and Sony Ericsson respectively.

For more information, please visit [www.nexwave.com.sg](http://www.nexwave.com.sg) & [www.telechoice.com.sg](http://www.telechoice.com.sg)

**About Xtreme-DSP (Regn No. 200819736W)**

Xtreme-DSP is a Singapore-based company specialising in advanced Consumer Electronics products under its VERTIX brand. VERTIX products are amongst the few in the world today that can easily handle extremely demanding real-world noisy environments to produce crisp, clear speech quality for communications.

Xtreme DSP conceptualises, designs and develops products incorporating leading edge technologies in the digital signal processing (DSP) space. It thus has the freedom and ability to create exceptional lifestyle products which are attractive and intuitively simple to use. Its products offer seamless connectivity and interface which ensures compatibility with practically all popular mobile handsets, MP3 players and mobile computing devices. It can also be used for Skype, Pingo, Google, MSN, and other Voip services, including computer gaming.

Its "next to you<sup>TM</sup>." technology provides echo-free, full duplex, dynamic noise cancellation communication with clarity as if the other party is "next to you".

For more information, please visit [www.xtreme-dsp.com](http://www.xtreme-dsp.com)

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<sup>i</sup> ABI Research's Mobile Accessories Market Data, November 10, 2009