



TELECHOICE INTERNATIONAL LIMITED
(REG. NO. 199802072R)

FOR IMMEDIATE RELEASE

TeleChoice forging close ties with StarHub

- Planet Telecoms- StarHub Mega-Store opened at Sembawang MRT

SINGAPORE – 26 September 2008 – Planet Telecoms, a subsidiary of TeleChoice International Limited ('TeleChoice') and one of the leading mobile handset retailers in Singapore, is opening a second flagship StarHub store located at Sembawang MRT station. This follows the first StarHub mega shop at IMM Building, also fully operated by Planet Telecoms, which opened on 20 January 2007. In addition to the necessary hardware to provide a comprehensive suite of services, Planet Telecoms' staff have been fully trained in StarHub's operational workflow and systems and equipped with sound product knowledge. StarHub customers are promised the highest standards of service excellence and a memorable retail experience.

Planet Telecoms which started operations in 1998, has a strong retail network in key high consumer traffic locations throughout Singapore, including retail shops at Ang Mo Kio, Toa Payoh and major shopping malls such as Century Square, IMM, Jurong Entertainment Centre, Rivervale Mall and Tiong Bahru Plaza.

Said Ms Pauline Wong, Vice-President, Personal Communications Solutions Services at TeleChoice, "We are pleased with the enhanced collaboration between StarHub and us. It testifies to the value that our principals see TeleChoice and Planet Telecoms bringing through our full-fledged integrated customer order fulfilment, supply chain management services and extensive distribution channel. We are confident in our ability to widen the customer reach of our valued principals and partners."

TeleChoice distributes mobile handsets from leading manufacturers such as Nokia, Motorola, Samsung and Sony Ericsson. Planet Telecoms also operates retail outlets for LG, Nokia, Samsung and Sony Ericsson.

About TeleChoice International Limited (Regn No. 199802072R)

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 International Limited ("TeleChoice") is a regional diversified provider and enabler of innovative communications. TeleChoice is a subsidiary of Singapore Technologies Telemedia Pte Ltd, a leading info-communications company with operations in Asia-Pacific, the Americas and Europe. DBS Bank Ltd was the manager, underwriter and placement agent for TeleChoice's initial public offering on the SGX-ST in June 2004.

TeleChoice offers a comprehensive suite of services and solutions for the telecommunications industry:

Personal Communications Solutions Services: distribution, retail and fulfillment services relating to mobile handsets and accessories.

Telecommunications Services: value-added Voice, Video and Data services, such as SunPage iDD, SunPage Budget MobileCall, SunPage Budget Roaming, SunPage Budget CallHome, SunPage Internet Call, SunPage i.sms, PushMail, Location Tracking and Mobile Data Network Services.

Network Engineering Services: network planning, project and resource management, network implementation & optimisation, managed outsourcing services.



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Headquartered in Singapore, TeleChoice has operations around the Asia-Pacific region, including Indonesia, Malaysia and the PRC. TeleChoice's major customers and principals include StarHub Ltd and PT Indosat Tbk; and Nokia, Sony Ericsson, Motorola and HuaWei respectively.

For more information, please visit our website at www.telechoice.com.sg

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