AKIRA Launches New Range of User-friendly Digital Cameras

- Priced between $199 and $699, cameras to have mass appeal
- Print-friendly format to do away with need for PC

**Singapore, November 25, 2004** – Homegrown consumer electronics brand AKIRA, voted among Singapore’s 15 strongest brands last year, today announced the launch of its new-generation, compact and user-friendly digital cameras to suit the needs of entry-level as well as experienced photographers.

Strategically positioned in the price range of $199 to $699, the cameras are targeted at the growing number of consumers in the mass market who are value-conscious and yet very informed and educated on product features and quality results.

The ergonomically and stylishly-designed metal cameras, varying from 3.0 to 6.2 megapixel, come with a wide variety of features to suit the most basic needs of digital photography like clicking portraits and family shots to more specialized needs like recording expansive architecture, wildlife or night scenes.

The cameras are technologically equipped to stay cool at room temperature through special low-temperature, poly-silicon (LTPS) LCD monitors, ranging between 2 inches to 2.5 inches in size, that also ensure ease of viewing, better power efficiency and longer lifespan. Some other attractive features are the ready-to-print format, histogram mode for light exposure, macro-mode shooting, multi-language menu and good audio support while recording.

Commenting on the formal launch of the cameras at Singapore Exposition, SITEX Exhibition Hall, Ms. Julia Tong, Executive Director of AKIRA Singapore Pte Ltd. said, “Digital photography is a fast-growing consumer market and our highly-affordable cameras are targeted at the mass market that demands quality at an affordable price. AKIRA has established itself as a strong brand in the local market and this brand-equity will create a strong momentum for our range of digital cameras.”

The digital cameras will complement an exhaustive and comprehensive range of audio-visual products and home appliances in AKIRA’s brand portfolio. For the financial year ended 31 March 2004, the company recorded a sales turnover of S$214.1 million for AKIRA, an increase of S$78.1 million or 57.4% over the previous year 2003. The homegrown brand also has the distinction of being singled out as the “Brand To Watch” at IE Singapore’s Singapore Brand Awards 2003.
In conjunction with the formal launch, AKIRA will be conducting two contests – Shoot to Win and My AKIRA Smiles (please see following details).

**Shoot To Win (On-the-Spot Contest)**
@ Launch of NEW Xpix Series by AKIRA at SITEX 2004 Exhibition Hall 5 Booth 4A04 (Singapore Expo 25 - 28 Nov 2004, 11am - 9pm daily)

**WHAT?**
- Now's the chance for you to own this superb **AKIRA 3.2 Megapixel Digital Still Camera**.
- All you have to do is try the NEW Xpix Series by AKIRA at our booth Hall 5 4A04 at the SITEX 2004 Exhibition - We will download your picture and print it out on-the-spot. Best shot will be selected from all the entries.

**HOW?**
- **NO PURCHASE REQUIRED!**
- Just register at our booth and get a chance to snap your best shot!

**WHEN?**
- Thu 25 Nov/ Fri 26 Nov: Two draws daily (2pm and 8pm)
- Sat 27 Nov/ Sun 28 Nov: Four draws daily (2pm, 4pm, 6pm & 8pm)
- Winner has to be present to collect the prize within 1/2 hour of the result announcement.

**My AKIRA Photo Challenge**

**WHAT?**
- Capture the happy moments and put on your best smile for the camera!
- Using an AKIRA Digital camera, snap a shot, print it out and send it in together with your official entry form (given upon purchase).
- Customer can send in unlimited number of shots. All entries must however be accompanied by the official entry form to qualify for the contest.

**1st Prize: AKIRA 20” LCT TV**
**2nd Prize: AKIRA DVD Home Theatre System**
**3rd Prize: AKIRA DVD Player**

**HOW?**
- Purchase required for this contest
- One official entry form will be given to customer with every purchase of AKIRA Digital Camera

**WHEN?**
- 25 Nov 2004 to 5 Jan 2005
- Final Submission by 12 noon, 5 Jan 2005
- AKIRA Singapore will decide on winning shot by 10 Jan 2005
- Winner will be notified by post
About AKIRA Singapore

AKIRA SINGAPORE is a subsidiary of TT International Ltd, a multinational company listed on the Main Board of the Singapore Exchange Securities Trading Limited in June 2000. TT’s main activities are importing, exporting, distribution, wholesale, retailing and assembling of both branded and OEM consumer electronic and electrical products. Headquartered in Singapore, TT is engaged in the trading of electrical and electronics products in more than 60 countries worldwide.

The AKIRA brand of consumer electronics products, which includes a full range of audio-visual products, household products and home appliances, has a wide global coverage spreading across ASEAN, Africa and the Middle East, C.I.S and Russia, and the Asia Pacific. In line with its motto of “Makes Life Better”, AKIRA products are now widely available in Singapore for consumers’ convenience.

Named one of the 15 “Strongest Singapore Brands” and singled out as the “Brand to Watch” at IE Singapore’s Singapore Brand Awards 2003, the awards bode well for AKIRA as the “promising and upcoming brand”. Synonymous with value-for-money, reliability, aesthetics and practicality, AKIRA is committed to extensive product development, and efficient after-sale services to expand market coverage.

For more information, please visit: http://www.myAKIRA.com

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