



SEOUL SEMICONDUCTOR

NEWS RELEASE

EXCELPOINT ENTERS LED MARKET WITH ENDORSEMENT FROM SEOUL SEMICONDUCTOR

- **Excelpoint's to distribute SSC's LED products in ASEAN region, China and India**
- **Group's extensive distribution network, solid business foundation, in-house design expertise and innovative strategies and eco-system readiness were SSC's key considerations**
- **New business team established by Excelpoint for this business**

SINGAPORE, [26th May ,2010]– Mainboard listed Excelpoint Technology Limited (“Excelpoint”) or the (“Group”) today announced that it has secured the distributorship from Seoul Semiconductor (“SSC”) for a full range of its products, ranging from the smallest DC Light Emitting Diode (“LED”) to the innovative world’s first LED, Acriche™. This distributorship gives Excelpoint the right to distribute SSC’s LED products to markets in the ASEAN region, China and India.

Commenting on the choice of its latest distributor, Mr.Lee Sang Min - Executive vice presidet of sales division of Seoul Semiconductor, one of the world’s leading manufacturers of LED products said: “We are impressed with Excelpoint’s strong geographical presence, solid business foundation, in-house design expertise and innovative strategies. The Group’s plans and its ecosystem readiness for LED lighting are among the key considerations for their being awarded our distributorship.”

Commenting on its latest achievement, Mr. Albert Phuyay – Chairman and Group CEO of Excelpoint said: “SSC’s technology and market leadership, its cutting edge products for lighting that include the award winning Acriche™ (AC LED) fit perfectly with our roadmap for Solid State Lighting and we are committed to make this product line a success .”

To demonstrate Excelpoint’s commitment, the Group has set up a new business team for SSC’s LED products. Through this strategic partnership, both Excelpoint and SSC will be able to deliver competitively differentiated solutions that will bring added benefit to the LED Lighting Manufacturers. Furthermore, under the guidance of SSC, Excelpoint will now have the ability to provide quick to market reference solutions.

The arrival of SSC’s LED products to Excelpoint’s distribution stable is timely as LED, which consumes less power and lasts longer than traditional light sources, is increasingly being used in electronics products from mobil e phones to flat screen televisions. Going forward, it will continue to gain traction as an energy-efficient and eco-friendly lighting alternative.

About Excelpoint Technology Ltd (Registration No. 200103280C)

Established in 1987, Excelpoint Technology Ltd is a total solutions provider of quality electronics components, engineering designs and supply chain services to original equipment manufacturers (“OEM”), original design manufacturers (“ODM”) and electronics manufacturing services providers (“EMS”) in the electronics industry.

Excelpoint has been working closely with its principals and customers to identify new trends and technologies, and to create and test new technical features that will complement their customers’ products. The Group has three research and development (“R&D”) centres supported by a team of dedicated R&D professionals to create innovative solutions that will help customers go to market quickly and efficiently. The total solutions and reference designs created by Excelpoint are found in a number of products and applications such as industrial instrumentation, wireless communications and consumer electronics equipment.

Headquartered in Singapore, Excelpoint has facilities and offices in over 20 cities across the Asia Pacific region including Malaysia, Thailand, Vietnam, China, India, Korea, the Philippines and Australia. Listed on the Main-Board of the Singapore Exchange Securities Trading Limited (“SGX-ST”), the Group employs close to 500 staff.

For more information about Excelpoint, please visit: www.excelpoint.com

About Seoul Semiconductor (www.seoulsemicon.com)

Seoul Semiconductor is one of the largest LED company globally. The company has more than 5,000 patents and owns internationally recognized technology such as Acriche, developed by its own original technology; Deep UV LED; and Non-Polar LED implementations. The company runs 33 overseas operations, including three subsidiaries. Visit www.seoulsemicon.com for more information

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