



TELECHOICE INTERNATIONAL LIMITED
(REG. NO. 199802072R)

FOR IMMEDIATE RELEASE

TeleChoice enters into two-year contract with StarHub to continue providing integrated fulfillment and management services

SINGAPORE – 15 December 2009 – Main board-listed TeleChoice International Limited (“TeleChoice”), a regional provider of telecommunications solutions and services, wishes to announce that it has entered into a new two-year contract with StarHub Ltd (“StarHub”) to continue providing integrated fulfillment and management services, commencing from 1 November 2009. The services to be provided by TeleChoice under the contract include:-

- (a) sale of mobile handsets and accessories;
- (b) mobile fulfillment and supply chain management services including inventory planning, procurement and management; and
- (c) after-sales services and logistics support.

StarHub also has the option to extend the contract for a further two-year period upon expiry.

TeleChoice's Vice-President for Personal Communications Solutions (“PCS”) Services, Ms Pauline Wong said of the agreement, “StarHub is a very important partner for us and we are committed to continuously improve our support and value-add services. This contract underscores our alignment to StarHub's business goals and reaffirms our ongoing and close working relationship with them.”

In addition to integrated fulfillment and management services, TeleChoice, through its subsidiary Planet Telecoms, also operates StarHub's two Platinum retail outlets, at IMM Building and Sembawang MRT station. In April this year, TeleChoice commenced the sale of StarHub prepaid cards, further highlighting the mutually beneficial relationship it enjoys with StarHub.

TeleChoice also enjoys a close working relationship with other major customers and principals. It distributes mobile handsets and accessories from leading manufacturers such as LG, Motorola, Nokia, Samsung and Sony Ericsson and operates retail concept outlets for LG, Nokia, Samsung and Sony Ericsson. Most recently, it was appointed master distributor in 16 countries by Singapore-based Xtreme-DSP Global Pte Ltd for its range of VERTIX branded advanced consumer electronics products, augmenting its range of product offerings in the mobile handset.

Mr Andrew Loh, President of TeleChoice, added, “Over the years, TeleChoice has worked hard to establish ourselves as a leading provider of mobile fulfillment services and this contract with StarHub once again reaffirms our position. We are grateful to StarHub for continuing to entrust us with this very critical support function. Going forward, we will continue to grow PCS Services by adding value to our customers, principals and partners' operations and pursuing fulfillment opportunities locally and in the region.”

The contract for the continued provision of integrated fulfillment and management services agreement for StarHub is not expected to have any material impact on the consolidated net tangible assets per



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share and consolidated earnings per share of TeleChoice for the financial year ending 31 December 2009.

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.

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.telechoice.com.sg.

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