



SERIAL SYSTEM LTD
新暉科技有限公司

(Registration No. 199202071D)

(Incorporated in the Republic of Singapore on 22 April 1992)

RE-DESIGNATION FROM NON-EXECUTIVE DIRECTOR TO EXECUTIVE DIRECTOR

The Board of Directors of Serial System Ltd (the “Company”) wishes to announce that Mr Peter Ho I Chin has been re-designated from a Non-Executive Director to an Executive Director of the Company on 3 August 2010. Mr Peter Ho is concurrently the Executive Chairman of Bull Will Co., Ltd, an associated company of the Group.

There are no changes to the Board, Audit Committee, Nominating Committee, Remuneration Committee and Serial System Executives Share Option Scheme Committee of the Company.

By Order of the Board

Derek Goh Bak Heng
Executive Chairman/ Group CEO
3 August 2010