



MEDIA RELEASE

For Immediate Release

What Do You Want To Buy From Singapore's First Mass-Category Lifestyle Shopping Portal?

— Powered by Challenger, 12buy.sg lets you shop safely and securely with your credit card

Singapore, 12 May 2010 – SGX Mainboard-listed Challenger Technologies Limited is today opening up another way for Singaporeans to shop by going online. With 12buy.sg, Challenger is diversifying from its brick-and-mortar IT retail concept to let Singaporeans shop lifestyle goods online 24/7.

With products spanning five main categories— men, women, kids, home and IT— 12buy.sg is all about affordability, security and convenience:

Affordability— Earn rebates as you shop globally-sourced goods priced to go!

Security— Shop safely using your Visa, MasterCard or JCB credit cards with 3-D Secure authentication protocols which reduces or eliminates credit card fraud.

Convenience— We deliver daily up to 10pm, even on weekends and public holidays. Shopping online means no ERP or parking charges, no crowds to jostle with and no queues to pay!

In late 2009, Challenger noticed the gap between the growing trend of online shopping and the lack of established local shopping websites offering safety

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Website: www.12buy.sg

and security for customer transactions. With a physical retail presence already firmly established in Singapore, 12buy.sg became Challenger's online answer to filling this gap. The "Powered by Challenger" credibility seal gives 12buy.sg shoppers confidence, unlike shopping on amateur websites created by individuals or groups.

12buy.sg is a clean, simple and user-intuitive shopping website that stocks a distinctive array of both lifestyle and IT goods, marrying the best of Challenger's retail know-how and strong vendor relations.

For the fashionista, wrap yourself in wallet-friendly 100% cashmere shawls or dot your home with chic linen cushion covers. For the gentleman who wants to look different from his peers, hand-silkscreened ties and funky t-shirts will do the trick. Green-minded parents will appreciate environmentally-friendly children's furniture from Green Lullaby, which 12buy.sg is the sole retailer of in Singapore. And for the tech geek, IT accessories and gadgets are always a mainstay on 12buy.sg.

"Singaporeans always want to snag a good buy so we try to stock something for everyone. By offering rebates and promotional codes, 12buy.sg also goes beyond the traditional straight-out discounts. We aim to keep giving shoppers something new each time they return to 12buy.sg," said Ms. Loo Pei Fen, Assistant Ecommerce Director at 12buy.sg and a self-confessed online shopping addict herself.

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About 12buy.sg

Powered by SGX Mainboard-listed IT retailer Challenger Technologies Limited, 12buy.sg (read: want to buy) is Singapore's first mass-category lifestyle shopping portal focused on providing affordable goods to customers conveniently in a safe and secure manner. With products spanning five main categories— men, women, kids, home and IT— it offers Singaporeans a timely alternative to traditional brick-and-mortar shops and malls. Open 24/7 and with deliveries up to 10pm daily including weekends and public holidays, 12buy.sg represents a new and better shopping lifestyle.

About Challenger Technologies Limited

Established in 1984, listed on the SGX-Sesdaq in January 2004 and upgraded to the SGX Mainboard in August 2007, Challenger Technologies Limited is the leading IT products and services provider in Singapore with extensive network of 22 strategically located retail outlets. The Group currently has one flagship megastore in Funan Digitalife Mall, 11 superstores and 10 specialty stores (under Challenger Mini, Matrix and Pixels brand name) throughout Singapore. It also operates one mega store in Malaysia. The Company offers a diverse range of IT products and services. Today, Challenger has approximately 200,000 members who regularly patronise its outlets.

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