



DATAPULSE TECHNOLOGY

**Press Release
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(For Immediate Release)**

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DATAPULSE TECHNOLOGY LIMITED - MR NG LEOK CHENG ASSUMES THE POST OF MANAGING DIRECTOR. MR NG CHEOW CHYE TAKES ON THE POST OF EXECUTIVE DEPUTY CHAIRMAN.

Singapore, 9 September 2004 – Mainboard listed Datapulse Technology Limited (“Datapulse” or the “Company”), a leading total solution provider of Compact Disc (CD) and Digital Video Disc (DVD) products and services in the Asia Pacific region, is pleased to announce the appointment of Mr Ng Leok Cheng as Managing Director (“MD”) of the Group with immediate effect. Mr Ng Cheow Chye, the current MD, is appointed as Executive Deputy Chairman of the Board.

As one of the two founders of the Company, Mr Ng Cheow Chye is instrumental in transforming Datapulse from a manufacturer of cassette related products to a leading producer of digital storage media for content distribution in Asia Pacific region. By keeping abreast of the pioneering development in data and digital storage technology, he has ensured the employment of the latest manufacturing technology for CD and DVD to meet customers’ expectations. His efforts to strategically position the Group along the path of data and digital storage technology development at the right timing has contributed to the growth of the Group’s businesses over these years. His wealth of experience of more than thirty years in the media storage industry will not be lost to the Group. As Executive Deputy Chairman, he will continue to provide guidance in the setting of the Group’s strategic plans and directions.

“With the objective of sustaining the growth of Datapulse without disruption, I have been proactively planning and implementing a smooth and orderly succession of the MD position within the Group. Leok Cheng has been with the Group for more than ten years. Over the past three years, he has been overseeing the day-to-day operations of the Group and executing the Group’s strategic plans and key operational initiatives. During this period, not only has he successfully discharged the responsibilities entrusted upon him, he has grown Datapulse’s businesses under challenging economic climates. Together with his team, he has also strategically extended the Group’s presence into overseas markets. Over these years, he has built a very good understanding of the Group’s businesses, exhibited strong leadership quality and established good rapport with the employees, customers and vendors. With the new leader and his team in place, I feel that this is an appropriate time to step aside and hand over the MD role to Leok Cheng. With his strong sense of entrepreneurship, drive and energy, I am confident that Datapulse is in excellent hands”, said Mr Ng Cheow Chye.

Mr Ng Khim Guan, Chairman of the Board, on announcing the change of MD, praised Mr Ng Cheow Chye for his foresight and exemplary leadership in building a team to succeed him. "Over the past thirty years, Cheow Chye has successfully transformed the business of Datapulse from audio cassette duplication to media storage products replication, servicing the needs of leading companies in the software, hardware and gaming industries. On behalf of the Board, I would like to express our sincere gratitude to Cheow Chye for his passionate commitment and tireless efforts in delivering continued and sustainable value to the stakeholders of the Group", said Mr Ng Khim Guan.

In accepting his new role as MD, Mr Ng Leok Cheng expressed confidence that the Group will continue to see growth and profitability.

"I am grateful to Cheow Chye for his personal guidance and coaching over the past ten years. With his continuous guidance, I am excited to lead Datapulse into its next phase of growth and to continue to build on the strong foundation of the Group. To sustain the growth, one of my key goals is to maintain the current momentum with focuses on extending customised value and delivering total solutions in partnership with our customers for mutual successes", said Mr Ng Leok Cheng.

The results of Datapulse for financial year 2004 were announced on 8 September 2004. Year-on-year, the Group's revenue expanded by 22.8% with net profit increasing by 72.0% to \$10.5 million compared to \$6.1 million reported in the last financial year.

About Datapulse Technology Limited

Datapulse Technology Limited was incorporated in Singapore on 28 July 1980 and has been listed on the Mainboard of the Singapore Exchange since 1 March 1994.

Datapulse Technology Limited is a leading producer of digital storage media for content distribution in the Asia Pacific region, specialising in fast and secure delivery solutions, to a broad range of customers in the computer software, personal computer hardware, gaming, publishing, multimedia application, consumer electronics, home video and pre-recorded music industry.