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For more information, please contact:

August Consulting Pte Ltd

Nora Sng, nora@august.com.sg

Melissa Yee, melissa@august.com.sg

Tel: 65 6733 8873

Willas-Array announces management changes as part of its job rotation programme to strengthen sales and marketing team

SINGAPORE – 8 March 2010 – Willas-Array Electronics (Holdings) Limited (“Willas-Array”), one of the largest Hong Kong-based distributors of electronics components in the Asia Pacific region, is pleased to announce the swopping of roles between its Sales Director - Mr Alvin Hon and Marketing Director - Mr Joseph Chu, as part of its job rotation programme.

This key management change, which aims to further strengthen the sales and marketing functions of the Group, will be effective from 1 April 2010.

In the past four years, Mr Hon and Mr Chu have respectively spearheaded the sales and marketing functions with a common goal to expand Willas Array’s presence in Greater China – a market which continues to present immense growth potential.

In their new roles, Mr Hon and Mr Chu will continue to report to Mr CC Kwok, Deputy Chairman.

“As sales and marketing are closely interlinked, the swopping of roles will help to enhance Mr Hon and Mr Chu’s understanding of the intricacies of the market and the unique demands of our customers. We believe this will be beneficial to the Group as we continue to fine-tune our sales and marketing strategies to expand our foothold in the electronic components industry, especially in Greater China and Hong Kong,” said Mr Lawrence Leung, Chairman of Willas-Array.

Mr Hon joined Willas-Array in 1986 as a Marketing Executive in Array Electronics, worked his way up to the position of General Manager of Central Product Marketing

where he took charge of most of the product lines of Array Electronics Limited, before being promoted to Sales Director in 2006. He holds a Master of Business Administration from The Hong Kong University of Science and Technology and a Bachelor of Science (Physics) degree from The University of Hong Kong.

With over 20 years of experience in the electronics industry, Mr Chu has been with Willas-Array for the past 20 years, overseeing both sales and product marketing activities of Willas Company Limited. He was promoted to the role of Marketing Director in 2006. Prior to joining the Group, Mr Chu worked as a technician and an engineer in Qualimax Electronics Ltd. and Philips (HK) Ltd. Mr Chu holds a higher certificate in Electronic Engineering from the Hong Kong Polytechnic University.

About Willas-Array Electronics (Holdings) Limited

Established in the early 1980s and listed on the Main Board of the Singapore Exchange in 2001, Hong Kong-based Willas-Array is principally engaged in the distribution of active and passive components for use in the audio/video, telecommunications, industrial, consumer and computer segments. Backed by long-standing relationships with over 20 reputable Principals, Willas-Array carries a wide product mix, distributing and marketing in excess of 10,000 product items which cater to over 2,000 active customers. Its main markets are in Hong Kong and China.

In China, Willas-Array has established a network of offices strategically located in Beijing, Tianjin, Qingdao, Shanghai, Chengdu, Xiamen, Zhongshan, Shenzhen and Guangzhou. It has subsidiaries in the Free Trade Zones in Shanghai and Shenzhen, both of which serve as logistics centres for the Group in North and South China respectively.

Willas-Array also has a wholly-owned subsidiary in Taipei to tap on the growing number of large electronic manufacturers in Taiwan doing business in China.

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