

For immediate release

Geek Terminal Launches 'Geek Pass'

- **Introduces revolutionary stickkey® RFID as membership card**
- **First organization to use Singapore-developed technology to replace traditional plastic membership cards**

26 August 2008, SINGAPORE – Geek Terminal, the world's first business café, today launched its inaugural membership programme aptly called theGEEK PASS, a non-traditional stored value membership card that allows members to purchase food and beverages at Geek Terminal. Adopting state-of-the-art technology, The Geek Pass is an RFID (Radio Frequency Identification) chip embedded into a small, non-slip adhesive sticker which serves a dual purpose – a non-slip surface for the object it is stuck onto and a membership card which collects information on individual members' F&B preferences.

Small enough to be pasted on the back of a mobile phone, wallet or any daily carry-around hand-held accessory, the Geek Pass introduces a revolutionary Singapore-developed technology that replaces traditional plastic membership cards, freeing members from the hassle of carrying yet another card that fights for wallet space.

Members simply tap their GEEK PASS on a RFID reader to pay for their purchases and Geek Terminal will be able to track their members' preferences, like their favourite coffee or favourite dish, resulting in more customised customer-centric marketing efforts in the near future.

For a limited period, members who sign up (for free) will receive a stored-value of S\$10 in the Geek Pass. Thereafter, for each S\$10 topped up into the Geek Pass, each member will receive an

additional S\$1 worth of credit to make F&B purchases at Geek Terminal. Geek Terminal members will also be entitled to a range of privileges as laid out in Appendix A. The first 100 members to sign up, will also receive a complimentary Bak2u anti-theft software for devices.

Geek Terminal is proud to be the first F&B and retail establishment in Singapore to adopt this technology for commercial purposes as a membership identification and payment tool. While many establishments use traditional plastic cards to identify their members, Geek Terminal's business café positioning propelled the café founders to pursue a more cutting edge solution that proved hassle-free and convenient. Exploring various latest innovations in CRM (Customer Relationship Management) technology, Geek Terminal eventually decided on the RFID Stickkey® developed by local company, Fast Innovations Asia Pte Ltd, launched this year at the Singapore Fashion Festival.

Says Leonard Wee, Group Managing Director of Fast Innovations Asia Pte Ltd, "We are pleased that Geek Terminal has selected Stickkey® as the technology for their membership programme. Stickkey® combines two innovations that allow businesses to integrate unobtrusively into the lives of their customers, thereby creating a truly user-friendly membership programme, allowing customers access to their membership privileges with the least hassle. Geek Terminal is our first retail client to use Stickkey® for a full-fledged membership programme and we look forward to their success."

Geek Terminal is conveniently located in the heart of the Central Business District at 55 Market Street, opposite the Golden Shoe carpark.

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About Geek Terminal

Geek Terminal is Singapore's premier business lounge and business office for the corporate executive. Geek Terminal links and empowers like-minded professionals to connect to new business services.

Built specifically for business travellers and mobile business executives looking for a place to meet, socialize, work on their laptops and have a great cup of coffee and food – with full access to state-of-the-art business centre facilities all within reach.

For customers, Geek Terminal provides premium technology – readily available power points, high speed secured wireless internet access, complete document management and the most advanced tele- and video-conferencing technologies. Companies looking to hold functions and presentations can consider Geek Terminal as a one-stop location for full business facilities.

Geek Terminal is strategically located in the Business District of Singapore and serves breakfast, lunch, tea and dinner from 7.30 am till 10 pm on weekdays and from 9 am till 6 pm on Saturdays (closed on Sundays and public holidays). For more information, visit www.geekterminal.com.

About Fast Innovations Asia Pte Ltd and Stickkey®

Fast Innovations Asia Pte Ltd is your exclusive distributor of Stickkey®.

Stickkey® is a non-skid sticker with a RFID chip that can replace proximity cards for various applications with just a tap of your mobile device.

With Stickkey®, RFID applications have never been more convenient. From contact-less micro-payments, membership cards, secured door access to transportation payments, Stickkey® allows consolidation of convenience just by sticking a Stickkey® on the back of a mobile device. Furthermore, Stickkey® is an advertising medium on its own with the capability of being a billboard on a mobile device!

Stickkey® is patent pending and all rights are owned by Stickkey® Security Access Pte Ltd (major shareholder of Fast Innovations Asia Pte Ltd).

Visit us at www.fia.com.sg for more information.

About BAK2u Pte Ltd

BAK2u Pte Ltd is a Singapore startup company (2005) that develops and provides unique lost and found services through anti-theft softwares to protect owners' gadgets; PDA phones, mobile phones, laptops, digital cameras, iPods, External hard drives, USB Flash Drives, and so on.

For more information, visit: www.bak2u.com.

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APPENDIX A

GEEK TERMINAL MEMBERSHIP PRIVILEGES

- Free **high-speed, reliable and secure internet connection**
- Free **local and overseas phones calls** using Geek Terminal's IP phones
- Free **loan of laptop** (usual charge at S\$5 per hour)
- 20% discount on use of enterprise level **video conferencing facilities**
- 20% discount and priority booking of sound-proof **private meeting rooms**
- 20% discount off **business centre facilities** (print, fax, copy and scan)
- 20% off **space rental for event packages**

- **First-hand discounts** on gadgets from Technology Partners
- **Networking opportunities** with like-minded executives
- Discounted rates or free **professional seminars and workshops**
- Priority access to business concierge services. Jet Quay's exclusive **flight check-ins and returns** at members' rates
 - **Hotel booking**
 - **Limousine/Taxi booking**
 - **Courier service**

Birthday Privileges for members

- Free **2 glasses of wine** on the month of your birthday
- Free **dessert** if you dine with us on your birthday
- 20% discount off **birthday packages**