

## **ASUS partners ECS to distribute ASUS notebooks in Malaysia**

- ***ASUS aims for Top 3 spot in Malaysia's ICT market***

**Kuala Lumpur, 23 March 2010** – Leading manufacturer of motherboards and notebooks ASUS Malaysia (“ASUS” “華碩電腦”), has appointed ECS Astar Sdn Bhd, subsidiary of ECS ICT Berhad (“ECSB”, “佳杰科技”), to distribute its ASUS notebooks throughout Malaysia.

The signing ceremony for the distribution agreement was held today, with ASUS represented by Business Development Director South East Asia Rex Lee (“李益昌”) and Marketing and Administration Manager Pauline Yap (“葉碧雲”); while ECSB was represented by Managing Director Foo Sen Chin (“胡善正”) and Executive Director Soong Jan Hsung (“宋昭雄”).

Under the agreement, ECS would distribute the full range of ASUS notebooks and Eee PCs in Malaysia.

In his speech, Lee of ASUS stated that “ASUS” is currently one of the fastest growing and the top 5 notebook brands in Malaysia.

Lee said, “ASUS is constantly strategizing to grow our market presence in Malaysia. Our partnership with a leading ICT distributor such as ECSB to market our ASUS notebooks would certainly grant us greater accessibility to the target markets. We believe that this move would propel us towards achieving a spot amongst the top 3 players in the ICT market in Malaysia.”

Foo of ECSB said, “We are indeed pleased with the vote of confidence from ASUS. Over the last two decades, we have invested considerably in strengthening our distribution infrastructure nationwide, and have placed much effort in improving our operations efficiency. This partnership would allow them to leverage on our nationwide reseller base of more than 2,500 to support their expansion plan.”

ECS’ distribution network spans nationwide, from the Klang Valley to Penang, Kuantan, Johor Bahru, Kuching and Kota Kinabalu. ECSB is one of the top two ICT distributors in Malaysia.

ECSB is en route to list on the Main Market of Bursa Malaysia on 15 April 2010.

ASUS is currently rolling out its latest series of notebooks and Eee PC- notebook G51J 3D for hard-core gamers, Eee PC 1008P (Karim Rashid series) for on-the-go fashionistas, and the first notebook in Malaysia with USB 3 ports, N82.

### **About ASUS**

ASUS is a leading company in the new digital era, with a broad product portfolio that includes notebooks, netbooks, motherboards, graphics cards, displays, desktop PCs, servers, wireless solutions, mobile phones and networking devices. Driven by innovation and committed to quality, ASUS designs and manufactures products that perfectly meet the needs of today’s home and office users. ASUS won 3,268 awards in 2009, and is widely credited with revolutionizing the PC industry with the Eee PC™.

ASUS constantly strives for perfection and this is reflected in the No.1 rank from the Wall Street Journal Asia. With a global staff of more than 10,000 and a world-class R&D design team, the company’s revenue for 2009 was US\$7.5 billion. ASUS ranks among Business Week’s InfoTech 100, and has been on the listing for 12 consecutive years.

#### News Update:

- 1) It was voted as Top 10 Vendors, Worldwide Consumer Portable PC Shipments, 4Q 2009 Historical Data by IDC WW Quarterly PC Tracker, Historical as of February 16, 2010.
- 2) ASUS ranked No. 1 in Reliability by RESCUECOM, the industry leading computer repair experts in United States.
- 3) ASUS as top reliability rankings by Square Trade the largest independent warranty service provider in United States.
- 4) ASUS products won 3,268 awards in 2009.

<b>Top 10 Vendors, Worldwide Consumer Portable PC Shipments (4Q 2009 Historical Data)</b>			
<b>VENDOR</b>	<b>RANK</b>	<b>UNIT SHIPMENTS (000)</b>	<b>MARKET SHARE (%)</b>
HP	1	7,560	21.3%
Acer Group	2	6,936	19.6%
<b>ASUS</b>	<b>3</b>	<b>3,512</b>	<b>9.9%</b>
Dell	4	3,471	9.8%
Toshiba	5	3,236	9.1%
Lenovo	6	2,000	5.6%
Sony	7	1,737	4.9%
Samsung	8	1,699	4.8%
Apple	9	1,551	4.4%
MSI	10	496	1.4%
Others		3,250	9.2%
<b>Total</b>		<b>35,448</b>	<b>100.0%</b>

Source: IDC WW Quarterly PC Tracker, Historical as of February 16, 2010

### **About ECS Astar Sdn Bhd ([www.ecsm.com.my](http://www.ecsm.com.my))**

ECS Astar Sdn Bhd is a wholly-owned subsidiary of **ECS ICT Berhad (“ECSB”, “the Group”)**, an MSC-status company. The Group was established in 1985, and is today a leading distribution hub for Information & Communications Technology (“ICT”) products in Malaysia.

**ECSB** distributes a comprehensive range of ICT products under two categories – (1) ICT products comprising notebooks, desktop computers, printers and software; and (2) Enterprise Systems comprising network and communication infrastructure, servers, and enterprise software.

**ECSB’s** nationwide distribution network spans over 2,500 resellers comprising retailers, system integrators and corporate dealers. **ECSB** also provides value-added product support and technical services.

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