



**For Immediate Release
23 February 2009**

Packard Bell Services
Immeuble Optima
10, rue Godefroy
92821 Puteaux Cedex
France

BreakOut Srl
Antonella Pezzarossa
Via Grazzini, 7 - 20158 Milan (Italy)
Tel +39 02 33223.1
E-mail: antonella_pezzarossa@breakout-agency.com

PACKARD BELL BRINGS “IN STYLE” DESIGN TO CEBIT 2009 WITH FULL RANGE OF DESKTOPS, NOTEBOOKS, MONITORS AND STORAGE SOLUTIONS

Packard Bell, one of the leading technology brands in Europe, today announced that it will showcase its line-up of products at CeBIT 2009, which will be held in Hanover, Germany, March 3-9.

Thanks to Packard Bell's unique position within the Acer Group's multi-brand strategy, the brand is now more closely aligned than ever with user segments and their specific needs. The result is a distinct Brand Value Proposition synonymous with “In Style and trendy” design.

Packard Bell's telltale signature and features aim to give users stylish access to all of their digital content and media with trendy products that reflects who their are, their accomplishments, and the pleasure they derive from “being part of it”.

To give CeBIT visitors a first-hand experience of “In Style” design, Packard Bell will be presenting its latest desktops, notebooks, displays and external storage devices. All of the products on display will clearly demonstrate Packard Bell's unique heritage and its unique business model, which puts consumers before technology and contributes to the unmistakable Packard Bell experience.

Among the products on display will be the critically acclaimed Limited Edition notebooks, the new 24-inch Maestro HD widescreen display with an edge to edge glass enclosure, the Packard Bell “dot” netbook, not to mention the liquid-cooled *i*power X2 desktop and the outstanding *i*power GX notebook, that both make high-level gaming performance accessible to everyone.

Packard Bell will be located in the Planet Reseller section of the tradeshow, Hall 25/D40/L130. Planet Reseller is only open to journalists, dealers and resellers.

About Packard Bell

Packard Bell pioneered the use of the PC in the home, taking an unfriendly but useful office tool and turning it into a friendly, indispensable feature of today's modern home. Stylish design, affordability and customer-oriented features are the hallmarks of all Packard Bell products, a unique combination that no other brand in the European market offers today. In 2008, Packard Bell was acquired by Taiwan-based Acer Inc. and the combined entities now comprise the third-largest PC company in the world.

For more information, please visit www.packardbell.com