

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

or

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

Packard Bell sponsor of Yamaha Factory Racing Team

Changeover of sponsorship from Acer

Milan, 02 February 2009 – As a result of the recent implemented multi-brand strategy, **Acer Group today announced that Yamaha Factory Racing Team will now be sponsored by Packard Bell.**

The multi-brand strategy exploits the positive awareness that companies of the group have developed over time with their own unique customer base, conserving therefore the individual identity and personality of each brand.

The Acer Group implemented the project which not only provided an overview of the current positioning of the various Brands but also allowed it to identify diverse user segments and define as a result different Brand Value Propositions.

As a result of the analysis, Acer Group recognized that **Packard Bell brand values are entirely in target with the MotoGP**, a sport that at the same time evokes competitive spirit, style and trendiness. The cutting edge design and style are qualities that both Packard Bell and Yamaha Factory Racing Team share.

The superiority and design of its highly competitive and reliable motorbikes as well as the implementation of winning race strategies lead the Yamaha Factory Racing Team to win the 2008 rider, team and manufacturers MotoGP World Championships titles.

The sponsorship, which will cover the next two seasons, will see the Packard Bell brand placed on both the motorbikes and on the race suits of Valentino Rossi and Jorge Lorenzo, as well as all pit crew member uniforms working in the box and on all transport vehicles of the team.

Cutting edge innovation and technology have always characterized the worlds of motor racing and Information Technology. The union between a dynamic and innovative brand such as Packard Bell and a prestigious and powerful brand such as Yamaha enhances the levels of excellence of both companies.



News Release

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