

EMTEC ANNOUNCES LAUNCH OF ANGRY BIRDS USB FLASH DRIVES

*Rovio's Popular Game Characters are the Stars of Latest USB Flash Drive Series Designed by EMTEC;
Launching at Staples and Staples.com on January 15*

Columbus, OHIO, January 9, 2012 - EMTEC, a leading manufacturer of USB flash drives and accessories, is proud to announce a new series of fun and fashionable flash drives based on Angry Birds, the Rovio Entertainment Ltd. game that has become a worldwide phenomenon. The characters featured in the popular game for touchscreen phones and tablets have been transformed into colorful rubber flash drives designed by EMTEC.

EMTEC will officially introduce the Angry Birds series to the United States on January 15 with a launch at Staples, the world's largest office products company and a trusted source for office solutions, and on Staples.com.

A collection of seven characters will be launched, including Red Bird, King, Yellow Bird, White Bird, Blue Bird, Piggie and Black Bird. Staples will offer an exclusive eighth flash drive - the Golden Egg - as a free promotional gift via mail-in rebate for customers who purchase all seven Angry Birds flash drives at the same time. Suggested retail pricing for the Angry Birds USB flash drive ranges from \$19.99 - \$29.99.



Each EMTEC Angry Birds USB flash drive features read speeds up to 15 MB/s and write speeds up to 5 MB/s. Available in a storage capacity of 8 GB, the drive features plug-and-play functionality with Windows 2000, XP, Vista and 7; Mac OS 10.2.8 or higher; and Linux Operating Systems. Each Angry Birds character is made out of rubber and comes with a stylish clasp. Each character stands less than one and a half inches tall.

To see the collection of Angry Birds flash drives, visit Staples.com or a store near you. EMTEC's entire catalog of products and additional information is available at www.emtec-international.com.

About Staples:

Staples is the world's largest office products company and a trusted source for office solutions. The company provides products, services and expertise in office supplies, copy & print, technology, facilities and breakroom, and furniture. Staples invented the office superstore concept in 1986 and now has annual sales of \$25 billion, ranking second in the world in eCommerce sales. With 90,000 associates worldwide, Staples operates in 26 countries throughout North and South America, Europe, Asia and Australia,

making it easy for businesses of all sizes, and consumers. The company is headquartered outside Boston. More information about Staples (Nasdaq: SPLS) is available at www.staples.com/media.

About EMTEC:

The EMTEC brand was launched from a division of BASF, a pioneer in the media industry. Turning the brand's focus to mobile storage products in the late nineties, EMTEC became a huge success in Europe and was then introduced to North America. Today, EMTEC designs, develops, manufactures and markets consumer electronic products that are both secure and stylish. EMTEC offers a wide range of products, including USB flash drives, memory cards and other computer-related accessories. Follow EMTEC on Facebook (www.facebook.com/EMTEC) and on Twitter (www.twitter.com/EMTECusa) and for more information, please visit www.emtec-international.com.

EMTEC partners with Consolidated Marketing (www.consolidatedmarketing.com), an established marketing and sales management firm with over 30 years of experience developing brands of consumer products through the national retail channel.

About Rovio Entertainment Ltd.:

Rovio Entertainment is an entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise. Rovio was founded in 2003 as a mobile game development studio, and the company has developed several award-winning titles for various mobile platforms. In 2009, Rovio released Angry Birds, a casual puzzle game for touchscreen smartphones that became a worldwide phenomenon from 2010 onwards. The Angry Birds games have enjoyed continuing worldwide chart success, and the franchise has since expanded to a variety of new business areas. Rovio Entertainment is rapidly expanding its global activities in broadcast media, merchandising, publishing and services. For more information about Rovio, go to www.rovio.com.

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