



EMTEC

EMTEC KOOKY USB DRIVES TO BE SHOWCASED AND SOLD AT BORDERS STORES NATIONWIDE

Fun and Fashionable USB Drives Displayed with Other Kooky Products at Large Book Chain Locations.

Columbus, OHIO March 11, 2009 – EMTEC, a leading manufacturer of USB flash drives and accessories, today announced it has entered into an agreement with Borders Group, Inc. that will result in the showcase and distribution of Kooky USB Drives, modeled after the popular Kooky Klickers character pens. Kooky USB Drives will be displayed along with other products from the Kooky line, including Kooky Klickers, Kooky Footwear and Kooky Plush.



Representing a range of fun and unique Kooky personalities, Kooky USB Drives can store 2GB of data and come with a five-year warranty. Each Kooky USB Drive is based on one of the uniquely named and numbered Kooky Klickers pens, and collections of USB drives are released in limited edition "Waves." Each drive is marked with a holographic sticker to affirm its authenticity.

"Forming a relationship with a large national retail distributor like Borders is a significant next step for EMTEC and Kooky USB Drives," said Chris Mack, EVP Sales & Marketing, EMTEC, North America. "Borders' presence in the retail market will allow us to extend the Kooky brand even further and reach a much broader audience with our functional and fashionable data storage solution."

Each Kooky Klicker collectible pen is uniquely named and numbered, and collections are released in limited edition "Krews." With millions of Kooky Klickers sold since they hit the market in 2002, the Kooky Klickers were recently recognized as one of the "Ten Hottest Toys at Retail" by industry trade publication Toy Book. Kooky USB Drives, which share the unique personalities that has made this brand so popular, are an ideal storage solution for stylish technology users. Kooky USB Drives are currently available at Office Depot and Borders retail locations throughout the United States.

For more information about Kooky Collectible USB Drives, please visit:
<http://www.emtecelectronics.com/products/product.cfm?product=kooky>.

About EMTEC:

EMTEC, the inventor of the first magnetic tape for audio recording (as BASF), boasting more than seventy years of experience, is a widely recognized brand in Europe and now in the United States. EMTEC offers a large range of consumer electronic products, from USB flash drives to netbooks. For more information, please visit www.emtecelectronics.com.

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