



EMTEC

EMTEC PRODUCTS NOW AVAILABLE AT AMAZON.COM

Consumer Electronics Brand Now Offered through Largest Online Retailer in the U.S.

Columbus, OHIO March 30, 2009 – EMTEC, a leading manufacturer of USB flash drives and accessories, today announced that EMTEC products are now available through Amazon.com, the largest online retailer in the country. The partnership will allow EMTEC to reach a wider consumer audience for its catalogue of consumer electronic products, which includes USB flash drives, memory cards, netbooks and other computer storage hardware devices.

Reflecting the company's 70-year history of creating innovative products, EMTEC's line of consumer electronics also embodies the company's commitment to providing hassle-free, secure and stylish solutions that make technology easy to use and satisfying to the consumer. EMTEC products are also available through distributors like Office Depot and Borders.

"EMTEC's new relationship with Amazon.com helps validate our mission to create the highest quality consumer products," said Chris Mack, EVP Sales and Marketing, EMTEC, North America. "With the backing of such a reputable retailer, EMTEC will be able to greatly expand its outreach through Amazon.com's previously existing customer base."

Amazon.com features a wide range of EMTEC USB flash drives, from the entry-level C250 series, available in bright colors on a sleek, translucent casing, to the C200 pro series, available in 32GB and 64GB capacities. Fun and fashionable USB drives such as the Kooky character series and the Lollipop are expected to be popular among the gift-giving shoppers.

Memory cards and card readers are also featured on Amazon.com. Gdium, EMTEC's premier netbook computer set to launch in the U.S. later this year, will also be available through the online retailer.

EMTEC also recently entered into a relationship with the Borders Group to showcase and distribute Kooky USB Drives, data storage devices modeled after the popular Kooky Klickers character pens.

To view EMTEC's catalogue of products or for more information, please visit: www.emtecelectronics.com.

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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