

ECS awarded distributorship for Apple iPad in Malaysia

- ***New product line, to expand suite of Apple products distributed through ECS' nationwide ICT channel***

Kuala Lumpur, Malaysia, 28 March 2011 - Leading ICT distribution hub **ECS ICT Berhad** ("ECS", "佳杰科技"; Bloomberg: ECS MK; Reuters: ECSI.KL) has been awarded distributorship for the Apple iPad in Malaysia.

ECS Astar Sdn Bhd, a wholly-owned subsidiary of ECS ICT, has been a distributor for Apple since 1999. At present, ECS distributes a wide range of Apple products through its ICT channel, including the full range of MacBook notebooks, iMac desktop and iPod.

The new product line, which starts in April 2011, entails ECS bringing the much-anticipated new range of iPad products to the Malaysian market.

ECS Managing Director, Foo Sen Chin, said: "We're pleased to be entrusted with distributing a new and fast-growing product line from Apple, as it indicates the establishment of a mutually-beneficial partnership since the first collaboration more than 10 years ago.

Being awarded distribution of the iPad enables us to expand the suite of Apple products offered through our ICT channel nationwide.

Our appointment as the ICT distributor of choice for Apple's highly sought-after products demonstrates their trust in our ability to enable them to speedily meet consumers' demand across a wide geographical spread. Indeed, this vote of confidence spurs us on to create another success story for both parties."

Over the past 25 years, ECS has built up its value proposition as a one-stop distribution hub, allowing its principals to leverage on its strong channel network of more than 2,500 resellers to have deep access to the Malaysian market.

Foo added: "To date, more than 15 million units of the Apple iPads have been sold worldwide and ECS hopes to bring the new version of iPad to Malaysia very soon."

"Malaysia has emerged as one of the early-adopter markets in the region. We are proud to partner Apple in making further inroads into the Malaysian market. This iPad distributorship is expected to contribute positively to our group revenue," concluded Foo.



About ECS ICT Berhad (www.ecsm.com.my)

ECS ICT Berhad (“ECSB”), an MSC-status company, and its group of subsidiaries started in 1985 with the establishment of ECS KU Sdn. Bhd. Today, the Group is a leading distribution hub for Information & Communications Technology (“ICT”) products in Malaysia via ECS ASTAR Sdn. Bhd. and ECS PERICOMP Sdn. Bhd. Listed on the Main Market of Bursa Malaysia Securities Berhad on 15 April 2010, ECSB is an associate company of ECS Holdings Limited, a Singapore Exchange main board company which is one of the leading ICT distributors in Asia Pacific, accessing to a network of more than 23,000 channel partners across China, Thailand, Malaysia, Singapore, Indonesia and the Philippines.

ECSB distributes a comprehensive range of ICT products comprising notebooks, desktop computers, printers, software, network and communication infrastructure, servers, and enterprise software from more than 30 leading principals.

With a nationwide channel network of more than 2,500 resellers comprising retailers, system integrators and corporate dealers, ECSB also provides value-added product support and technical services. For more information, please visit www.ecsm.com.my.

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