

## **ECS fortifies partnership with ASUS with distributorship of EEE Pad Transformer**

- ***Leading Information and Communications Technology (ICT) distribution hub to fulfil growing market demand for tablet PCs***

**Kuala Lumpur, Malaysia, 18 May 2011** - Malaysia's leading ICT distributor ECS ICT Berhad ("ECS", "佳杰科技"; Bloomberg: ECS MK; Reuters: ECST.KL) fortified its partnership with ASUS Malaysia ("ASUS", "華碩電腦") by being awarded distribution rights for latter's newly-launched EEE Pad Transformer in Malaysia.

ECS's wholly-owned subsidiary ECS Astar Sdn Bhd was first appointed by ASUS in March 2010 to distribute the full range of ASUS notebooks and EEE PCs in Malaysia.

ECS Managing Director, Foo Sen Chin, said: "ECS' partnership with ASUS has certainly been a mutually beneficial one, evidenced by ASUS' broadened market share from 3% to 6% in the notebook segment in FY2010. Needless to say, we are pleased with the extension of our ASUS product range after a short span of one year."

"The addition of the newly-launched EEE Pad Transformer would not only enhance our product range, but more importantly enable our reseller partners in the IT channel to meet the rapidly-growing market demand for tablet computers and other mobile devices to suit the increased mobility and 'on-the-go' lifestyle of end-users today," continued Foo.

According to IT research firm IDC, tablet PCs have grown in popularity in the first quarter of 2011, indicating growing behavioural change on the part of end-users in tandem with their increasingly-mobile lifestyle.

ASUS EEE Pad Transformer was launched in Malaysia today, having garnered positive reviews and huge following since its worldwide launch in April 2011. Malaysia is among the first countries in South East Asia to receive the ASUS EEE Pad Transformer.

"We're pleased for the privilege to distribute the latest high-tech product line from ASUS, in order to jumpstart its presence in the tablet PC sector. We hope to replicate our success with ASUS for this exciting and new product line," concluded Foo.

ASUS EEE Pad Transformer is so named because in addition to being a touchpad, it features an optional docking station which provides access to a full QWERTY keyboard along with unique Android Function keys, turning the tablet Transformer into a full-fledged notebook.



The EEE Pad Transformer runs on Google's Android Honeycomb operating system - a revolutionary operating system specially designed and optimized for tablets that provides users a full web experience for on-the-go web browsing, communicating and casual computing.

ECS is Malaysia's leading ICT distributor today, having achieved RM1.23 billion in group revenues for the financial year ended 31 December 2010 ("FY2010").

For the past 25 years, ECS has built an extensive distribution channel of more than 2,500 resellers in Malaysia, facilitating distribution of ICT products from its principals to the Malaysian customers.

### **About ECS ICT Berhad ([www.ecsm.com.my](http://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, personal 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](http://www.ecsm.com.my).

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