

ECS & BUFFALO Break Into Wireless Gaming; Debut Revolutionary Wi-Fi Gamers™ In Singapore

Also To Introduce Blazing Speed Data Transfer For Storage With New TurboUSB Hard Drives

Singapore, 11 September 2007: Message to online gamers in Singapore. There is one more reason to enjoy gaming online. The Buffalo Wi-Fi Gamers™ has arrived.

Buffalo Wi-Fi Gamers™

The Buffalo Wi-Fi Gamers™, which supports Nintendo Wii, DS, DS Lite, Sony PSP, and Playstation3 consoles, was debuted in Singapore today by Buffalo Inc. ("Buffalo") of Japan and homegrown ECS Holdings Limited ("ECS"). This is the first time that the product has been released in Asia outside Japan.

The launch follows a strategic distribution agreement for South-east Asia and China signed earlier this year between Buffalo, a global leader in the design, development and manufacturing of wired and wireless networking, storage and memory solutions, and leading regional Info-Comm Technology ("ICT") solutions provider ECS.

About the size of a deck of playing cards and set to revolutionise the gaming and wi-fi experience, the product, which is a first of its kind, is a gaming-centric device that provides a quick and secure Internet connection without the need for a PC-connected Internet connection.

Instead, the device plugs into an available port on an existing LAN. Buffalo's AirStation One-Touch Secure System ("AOSS™") provides an instant connection to the Internet, remembers all security settings and allows devices to link wirelessly and securely with minimal user set-up.

Another major advantage is that the device also allows different levels of support security amongst different gaming consoles, providing hassle-free set-up of multiple gaming devices.

An embedded LCD monitor shows current set-up status, the status of AOSS™, wireless network and connection status. Other features include Wireless Channel Display, Auto Channel Selection, Manually Change Wireless Channel, Show Connected Devices and a Firmware Upgrade.

"The Buffalo Wi-Fi Gamers™ is the only gaming access point on the market that doesn't have a complicated wireless set-up, which ultimately enhances the gaming experience," said Mr



Morikazu Sano, Senior Vice President of global sales and marketing at Buffalo. "The device eliminates the steps for establishing a secure wireless connection and doesn't require a security key after the first entry so users can immediately start playing online games."

According to Mr. Jansen Ek, Group COO of ECS, "The foray into online gaming with this launch will help ECS to further leverage its value proposition to tap on growing ICT trends across the region. The popularity of online gaming has had a powerful influence on the growth plans of many ICT players. As a leading ICT distributor in the region ECS is keen to capitalise on the growing opportunities."

The launch of the Buffalo Wi-Fi Gamers™ marks ECS' and Buffalo's maiden move to grab a slice of the lucrative online gaming market that is growing within Singapore and the region.

In 2006, industry analysts estimated that the worldwide online game market was US\$4.5 billion. Subsequently, industry analysts forecast that by 2012 the worldwide online game market will pass US\$13 billion.

According to a new IDC study, wi-fi gaming is going to rise to nearly US\$1.5 billion annually by 2008. Furthermore, the gaming trend will shift from single player, device only gameplay towards virtual community oriented games.

Particularly in Singapore and the region, where wireless broadband connectivity is growing rapidly, the scope for online and wi-fi gaming is increasing.

"We believe that the market for wi-fi gaming in Singapore and the region is poised for strong growth. Against this scenario and through our extensive regional footprint and network of more than 18,000 channel partners, ECS is well-positioned to provide an ideal platform for the successful roll-out of Buffalo's Wi-Fi Gamers™," added Mr Ek.

TurboUSB

Separately, ECS and Buffalo also announced today the launch of two more products in Singapore; the enhanced MiniStation™ and DriveStation™ USB Hard Drives with an exclusive TurboUSB feature which increases speed performance by 60% over other available USB hard drives.

The new MiniStation™ with TurboUSB is designed to keep vital data stored and protected while travelling from one destination to the next. The device's Shock Resistant technology protects the user's personal digital content or business related files from damage caused by bumps, drops or turbulence. Its new wrap-around cable allows for better, more convenient cable management while travelling, and Buffalo's Auto-Installation technology permits immediate use. Its SecureLockWare software safeguards the drive to prevent unauthorised access.

The DriveStation™ with TurboUSB is perfect for storing photos, videos, music or crucial business files in the home or in the office. The DriveStation™'s 7200-RPM SATA (Serial ATA) drive enhances performance while the SecureLockWare software protects critical files in case of loss or theft. Conserving energy on the device is simple with the power saving Shutdown

Scheduling feature and the Auto On/Off feature, which automatically powers the product on or off with the PC.

Both storage devices are backed by a limited one-year warranty and toll-free 24/7 technical support.



This new technology benefits both Windows and Mac users alike. With Plug-n-Play USB capability, the MiniStation™ and DriveStation™ can connect to a USB port on any device including desktops, notebooks, or any of Buffalo's NAS (Network Attached Storage) devices.

"Efficiency is always a concern when transferring files from one device to the next for both busy travelling executives and advanced home users," said Buffalo's Mr Morikazu Sano. "With the new TurboUSB feature, our customers experience leading-edge technology, making the relocation of digital content faster and more convenient."

"The new MiniStation™ and DriveStation™ USB hard drives are a striking addition to our portfolio of storage products. We believe that both the enterprise and home market will embrace it on the back of ease and convenience in use," added Mr. Ek.

To be distributed exclusively by ECS and available in all leading retail stores including ECS' own Pacific City outlets across Singapore in the build up to the Christmas shopping period, the Buffalo Wi-Fi Gamers™, the MiniStation™ and DriveStation™ USB hard drives are priced attractively*. While the Buffalo Wi-Fi Gamers™ will be released at end October, the TurboUSB hard drives are available immediately. Besides Singapore, ECS will be exclusively distributing the Buffalo Wi-Fi Gamers™, MiniStation™ and DriveStation™ USB hard drives within its distribution network.

On 9 May 2007, ECS signed an agreement to be the sole distributor in the South-east Asian region and one of the key distributors in China for Buffalo's entire portfolio of products. Under the regional partnership, the two companies are to jointly expand Buffalo's footprint across the region, developing new sales channels in existing markets and establishing sales channels in new countries outside of Buffalo's traditionally strong home market, Japan.

###end of release###

**pricing in separate price list as attached*

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About Buffalo Inc:

Buffalo, Inc., based in Nagoya, Japan, is a leading global provider of award-winning networking, memory, storage and multimedia solutions for the home and small business environments as well as for system builders and integrators. With three decades of networking and computer peripheral experience, Buffalo has proven its commitment to delivering innovative, best-of-breed solutions that have put the company at the forefront of infrastructure technology.

For more information about Buffalo and its products, please visit www.buffalo-asia.com.

BUFFALO

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About ECS Holdings Limited:

Listed on the Main-board of the Singapore Exchange since 2001, ECS Holdings Limited (“ECS”) is a leading ICT products and services provider, serving and supporting a wide regional customer base. The Group has 33 offices in six countries namely China, Thailand, Malaysia, Singapore, Indonesia and the Philippines.

The Group’s three main businesses are Enterprise Systems, IT Services and Distribution. Its Enterprise Systems Division designs, installs and implements IT infrastructure for companies, while its IT Services Division provides a comprehensive range of professional, technical support and training services. Leading IT vendors use ECS’ network of over 18,000 channel partners in the region to distribute their products. The Group has a consistent profit track and a management that is focused on operational excellence to achieve sustainable profit growth and enhance shareholder returns.

For more information, please log onto: <http://www.ecs.com.sg>