

ECS HOLDINGS LTD

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**ECS HOLDINGS LIMITED BRINGS INTO SINGAPORE
A TRUE CONVEGENCE OF PC AND CONSUMER ELECTRONICS APPLIANCE**

EXPECTS INCREMENTAL REVENUE OF ABOUT S\$15 MILLION FROM CE PC

SINGAPORE – 22 July 2004 – Mainboard listed ECS Holdings Ltd, a leading IT products distributor in the region, today launched a new brand of PC for the Singapore market. The latest desktop called the Everex CE PC (consumer electronics personal computer) is based on a true convergence of PC and consumer electronics appliances. ECS expects incremental revenue of approximately S\$15 million from the sales of the Everex CE PCs in the next 12 months.

The Everex CE PC is Singapore's first multifunctional PC that is specifically built to run on one of Microsoft's latest operating systems, Windows XP Media Center Edition 2004. Manufactured in Taiwan by FIC, the Everex CE PC is ECS' first foray into the company's latest business strategy of distributing lesser known brands into the market. ECS has been a key regional distributor for global brand computing products such as Hewlett-Packard, Sun Microsystems and Toshiba.

"ECS has more than 10 years of experience in the IT distribution market. Our financial performance has shown that lesser known brand products bring in sizeable revenue and better margins for us. It's our latest strategy to complement our existing works for the branded products with these lesser known brands to increase our shareholders' value," said Mr. Jansen Ek, chief operating officer of ECS Holdings Limited.

"The Everex CE PC will leverage on ECS' brand and network in Singapore. We have an extensive channels support, infrastructure and market experience that will be key to drive our Everex CE PC business. ECS will benefit as first to market the latest form of PC in Singapore. The launch of the Everex CE PC in the second half of this year is also timely as we are beginning to see a healthy consumer confidence," he added.

According to research firm IDC (IDC's latest statement on the regional PC sales growth issued on 19 July 2004), "Singapore PC's market continued to grow from 2Q 2003. Although this was partially due to comparison with a low base from last year's SARS crisis, consumers nonetheless exhibited interest in PCs as a result of a gradually improving local economy, attractive financing options, and more appealing desktop packages such as those offered at The PC Show." Gartner also issued a report (May 2004) that "the Asia/Pacific consumer electronics industry will grow 11.2 percent in 2004 and post a 9.7 percent compound annual growth rate through 2008."

Mr. Ek added, "As a multifunctional PC and consumer electronic appliance, there are different drivers that will lead to the success of this new product category. Consumers will be attracted to the Everex CE PC because it is a truly convergence appliance with multifunctional features, advanced form factor for space saving and cost effective."

The Everex CE PC will be available in stores island-wide by mid-August 2004. ECS expects strong marketing and outreach initiatives with its channels, including superstores and computer malls.

The Everex CE PC is targeted at the growing demand for home PCs with easy-to-use integrated digital entertainment. The appliance is ideal for home owners, young professionals, students and lifestyle-conscious product buyers. ECS is also in discussion with several commercial organizations such as properties developers and telecommunications service providers to rapidly market these products in Singapore.

More on Everex CE PC

Powered by Microsoft Windows XP Media Center Edition 2004, the Everex CE PC is a true convergence of PC and electronics appliances enhanced for home entertainment. This appliance represents the evolution of home PCs into digital media hubs that bring together entertainment choices and allow users to access them with one remote control. The Everex CE PC comes equipped with all the necessary hardware to deliver powerful computing and an enjoyable home entertainment experience.

The Everex CE PC is a complete entertainment PC because it includes: mid- to high-end processors, more than enough memory for computing and entertainment needs, high-capacity hard disks, DVD drives, advanced graphics, audio capabilities and networking connectivity.

It is an easy-to-use integrated digital entertainment that consumers can enjoy when and how they want. At the click of a remote control, consumers will be able to access music and movies downloaded from the Internet through Web pages specially designed to be viewed from a distance. The Everex CE PC users will be able to record their favorite television show and burn it onto DVDs or VCDs on the same machine and with the same remote control.

The Everex CE PC is sleek, simple and easy to carry. With a wireless keyboard, mouse and remote control, the built-in Wi-Fi keeps cable clutter to a minimum hooking up to the wireless network immediately. With only one cable to attach to the power supply, the Everex PC is easy to set-up and easy to carry. The Everex PC comes with a widescreen display which produces a sharp vibrant image.

The Everex CE PC will come in two configurations. The entry level Everex CE PC will retail at S\$2,888 and the premium configuration will retail at S\$3,688 (excl GST). Please see attached data sheet for configuration specifications.

About ECS Holdings Ltd

ECS Holdings Limited is the holding company of a group of five subsidiary companies comprising ECS Computers (Asia) Pte Ltd in Singapore, ECS Technology (China) Limited in China, ECS Kush Sdn Bhd in Malaysia, The Value Systems Co. in Thailand and ECS Indo in Indonesia. The Group is a leading IT products and services provider, serving and supporting Asia' s growing IT infrastructure and rising base of IT users. ECS is listed on the Mainboard of the Singapore Exchange Securities Trading Limited.

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Everex CE PC model configurations

Everex CE PC Entry II

S\$2,888 (excl. GST)

- OS: Microsoft XP + Media Centre Edition
- P4 2.8GHz with HT 800Mhz FSB
- ATI9200 Radeon VGA card
- 17" wide screen LCD
- 120GB HDD
- 256 MB ram
- DVD/CD-RW (combo)
- TV tuner Card (PAL System)
- Tuner: NTSC or PAL + FM and A/V Inputs
- Modem card
- 7 in 1 media reader
- Integrated 10/100 Ethernet Lan
- Integrated 802.11g wireless Lan
- Wireless key board, mouse, remote control
- Warranty: One year carry-in warranty to ECS
- Dimensions: 560(W) x 380(H) x 240(D) mm
- 22" x 16" x9.5"
- Weight: N.W:15.1kgs and G.W:17.9kgs

Everex CE PC Performance

S\$3,688 (excl. GST)

- OS: Microsoft XP + Media Centre Edition
- P4 2.8GHz with HT 800Mhz FSB
- ATI9200 Radeon VGA card
- 17" wide screen LCD
- 200GB HDD
- 512 MB ram (256MB x 2)
- DVD-RW/CD-RW (DVD dual)
- TV tuner card (PAL system)
- Tuner: NTSC or PAL + FM and A/V Inputs
- Modem card
- 7 in 1 media reader
- Integrated 10/100 Ethernet Lan
- Integrated 802.11g wireless Lan
- Wireless key board, mouse, remote control
- Warranty: Two years carry-in warranty to ECS
- Dimensions: 560(W) x 380(H) x 240(D) mm
- 22" x 16" x9.5"
- Weight: N.W:15.1kgs and G.W:17.9kgs

Integrated into the stand

- 56K modem
- 10/100 mbps Ethernet connector
- Subwoofer
- Headphone & microphone Jacks
- AV source
- IR control port
- IEEE 1394 (Firewire)
- 5 USB 2.0 ports

* Specifications are subject to changes