



Press Announcement
For Immediate Release
25 november 2009

Colours & emotion!

Packard Bell's style: just you at your best!

Packard Bell's strong vocation towards offering products able to inspire and excite is becoming more concrete every day, thanks in part to the introduction of some new colour combinations in its product range.

We live in a colourful world. Colour is emotion, and a way to express ourselves. Choosing one colour instead of another is telling the world who you are. The colours of the accessories and devices you bring with you and surround yourself with say a lot about your character and your personality, as much as the style of these objects.

Packard Bell's products are thought to convey PB's unique style and the exclusive sense of being part of the PB world, where elegance, grace and harmony meet simplicity, flexibility and freedom. Packard Bell is more than technology, it's a way of life: it's exploring, experiencing, feeling and being personal. It's discovery: is knowing exactly how far your drive will take you. It's just you at your best!

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Tech chic users want to express their individuality through intense colours and innovative textures.

Laptops and netbooks have all played a role in setting new trends and painting the world of computers with the new colors. Palettes include tones that reflect intensity, coolness, or elegance. Just choose your style.

Think bright and futuristic.

Think about Packard Bell's **EasyNote Butterfly m**, with its brushed metallic Arctic Silver cover. Its metallic and pearlescent finishes are becoming increasingly popular.

Simplicity and perfection.

The **EasyNote NJ** series by Packard Bell is refreshing and tonic, making technology fun and extraordinary.

Classic elegance and standing.

If these are the words you would choose to define your style, you will appreciate the NightSky Black Packard Bell notebooks or netbooks with their attractive details.

The **EasyNote NJ, TJ, LJ** series combines a distinctive black honeycomb pattern cover with a matt interior.

The **dot s** series exude elegance and functionality with its black glossy cover and textured palm rest.



Red, colour at its best.

Red is associated with heat, energy and blood, and also emotions such as excitement, passion, love and more. The CherryRed cover of the **dot s** series reflects who you are. Red speaks to the outside world in a clear, distinctive and visually appealing language. Red is a personality amplifier, a life enhancer. It draws attention, captures it and keeps it there.

The new combinations: more colours, different styles.

The **EasyNote TJ** series is now available in Black & White, Red & Black or Red & White combination, while the **EasyNote LJ** series is available in Red & Black.

“This is just a first step. We started with Packard Bell’s brand makeover, announced in April this year, and we keep moving on.” comments Gianpiero Morbello, Acer Group Vice President Marketing & Brand – “End-users look for products able to thrill them and to make them feel special and accomplished. This perfectly fits with the Packard Bell style. ‘Colour’ is a key element for end-users: a way of expressing who they are. We started with some key colours, focusing on different combinations of red. Red is Packard Bell. All new product lines will certainly enhance the colour’s paradigm.”

A promise for the future: a colourful digital life. A cool style: Packard Bell’s style. To express yourself. Just you at your best!

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About Packard Bell

Packard Bell pioneered the use of the PC in the home, taking an unfriendly but useful office tool and turning it into a friendly, indispensable feature of today’s modern home. Stylish design, affordability and customer-oriented features are the hallmarks of all Packard Bell products, a unique combination that no other brand in the European market offers today. In 2008, Packard Bell was acquired by Taiwan-based Acer Inc. and the combined entities now comprise the third-largest PC company in the world.

For more information, please visit www.packardbell.com or www.packardbell.se

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