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Acer Achieves Biggest PC Deal in East Africa

IT Vendor Wins USD 3.5 Million Deal to Supply Ethiopian Ministry of Education with High-End Desktop PC'S

Dubai, United Arab Emirates

Acer Computer, the Middle East and Africa's leading supplier of notebook and desktop computers, has announced the completion of a deal to supply the Ethiopian Ministry of Education (MOE) with high-end Acer desktops.

The deal involves the supply of 5,500 units of Intel-based desktops, and with an estimated value of AED 12.6 million (USD 3.5 million) it is the biggest such PC deal in East Africa.

"This deal is a significant milestone for Acer, and clearly demonstrates the strength and presence of Acer as a brand in the region," said Sanjay Kachroo, Product Marketing Manager, Desktops and Servers Acer Computer (M.E) Ltd.

As part of the deal, Acer will also provide technical support to more than 16 universities across the country who have benefited from Acer's deal with the Ethiopian MOE.

"The education sector across the region is looking increasingly at the IT industry for support. It's not just about supply and demand anymore, it's about promoting the development and growth of the country's education sector," added Kachroo.

The IT sector is growing rapidly in Africa, and Ethiopia in particular is one of the stronger markets. Acer places great importance on the country, and the IT vendor has a focus team looking after its interests in the Ethiopian IT market.

Acer has a strong presence in the education sector of the region, and the vendor has a dedicated team working out a strategy for this challenging region. "From meeting the demand for high-end PC'S, to after sales and technical support, Acer has clearly positioned itself as a long-term vendor of choice for the region's education sector," said Naveen Sethi, Country Sales Manager, English Africa, Acer Computer (M.E) Ltd.



Acer Computer (M.E) has been awarded 'Superbrands' status for 2007 by the Superbrands organisation, an independent arbiter on branding.

Photo Caption: Naveen Sethi, Country Sales Manager, English Africa, Acer Computer (M.E) Ltd

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About Acer

Acer ranks as the world's No. 4 branded PC vendor, designing easy, dependable IT solutions that empower people to reach their goals and enhance their lives. Since spinning-off its manufacturing operation, Acer has focused on globally marketing its brand-name products: mobile and desktop PCs, servers and storage, LCD monitors and high-definition TVs, and handheld/navigational devices. Acer's unique Channel Business Model is instrumental to the company's continued success. The model encourages partners and suppliers to collaborate in a winning formula of supply-chain management, allowing Acer to provide customers with fresh technologies, competitive pricing, and quality service. Established in 1976, Acer Inc. employs 5,300 people supporting dealers and distributors in more than 100 countries. Estimated revenue for 2006 is US\$11.31 billion. Please visit www.acer.com.

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