



Press Announcement
For Immediate Release
Amsterdam, 9 April 2009

PUREDESIRE

April 2009: Packard Bell's makeover

The Packard Bell brand has undergone an incredible makeover that would leave anybody breathless, adapting its visual identity to the brand value proposition deriving from the group's multi-brand strategy.

The heart of the Packard Bell brand identity has always been inextricably linked to elegant design, simplicity and complicity since the brand first appeared in 1926. These values are still current and up to date.

The new visual identity of Packard Bell is furthermore expressing the brand's understanding of trends and its ability to reinvent them, understanding the origins of desire and transformation, evolving and creating thanks to its unlimited imaginative mind: the Packard Bell spirit reinvents today's trends and set the stage for tomorrow's breakthroughs. This is more than technology. It's a lifestyle, a life experience, and a reflection of the way we see the world.

The Packard Bell brand is where simplicity, trends and technology meets to create fashionably new ways of living and ultra smart forms for working. Across all products and segments, Packard Bell sets the standard for cool, design-driven technology.

At the same time Packard Bell products are grounded in exceptional engineering, rigorous testing and a commitment to simplicity and reliability. Not too long ago, technology was "soulless". With Packard Bell, easy-to-use technology is combined with maximum enjoyment for a cool product that reflects who you are, your accomplishments, and the pleasure you derive from "being part of it".

"We were carefully analyzing the Packard Bell brand proposition resulting from the group multi-brand strategy." – says Gianpiero Morbello, Acer Group Vice President Marketing & Brand – "We are now completing one of the most relevant evolutions in the history of the Packard Bell brand – and of the group itself. We are moving on. From sharp edges to more rounded ones. From purple to red. From Packard Bell to PB."

PUREDESIRE - The brand r-evolution

We live in a colourful world. Colours have different meanings in various cultures and are also used to express feelings and enliven language. Colours in the red area of the colour spectrum are known as warm colours. These warm colours evoke emotions ranging from feelings of warmth and comfort to feelings of passion and enjoyment.

While purple connotes luxury and sophistication but also mystery, envy and introspection, red is associated with heat, energy and blood, and also emotions such as excitement, passion, love and more. Purple does not energize the outside world, but relaxes and calms it. Red communicates ambition, power, vitality, enthusiasm and a desire to conquer. 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. Red is colour at its best. Red is the perfect colour to infuse the Packard Bell brand with the personality and strength of identity to position it as the leader in its particular segment.

But Packard Bell's visual identity is not only changing colour from purple to red. It's expressing the entire concept of the renewed Packard Bell, evolving from sharp to round, towards products which will be more and more distinctive for their strong commitment to pure design, mobility, ease of use.

Moving from *Packard Bell* to "*PB*": *That's so cool!!*

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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

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