



Press Announcement
For Immediate Release
31 August 2012

Packard Bell partners with Twentieth Century Fox Home Entertainment on *Ice Age 4: Continental Drift* this Christmas

The search is on for the coolest gift this Winter!

- The perfect family computer
- Great prizes to be won
- All you need for a fun-packed family Christmas

On 31st August 2012, **Packard Bell** announces its partnership, across its entire range of products¹, with **Twentieth Century Fox Home Entertainment**, for the upcoming release of *Ice Age 4: Continental Drift* on DVD and Blu-ray in Europe, the Middle East and Africa. Capturing customers' attention and hearts, this unique partnership will kick off later this year in Germany and other selected countries².

Co-themed promotional campaign

This partnership highlights how much the *Ice Age* and **Packard Bell** brands have in common. Packard Bell has gained popularity for its design-driven PCs aimed at families with kids, young adults and users who value ease of use and entertainment as much as they do performance. **Packard Bell** PCs create the same cool, fun and entertaining feeling that attracts families, kids, teenagers and young adults to the *Ice Age* characters. What better way to bring the herd together than around a gift the entire family can enjoy.

Perfect computer for a fun-packed family Christmas

Those looking for the perfect PC this Winter need to look no further - a Packard Bell computer will be the coolest gift this year. Combining its user-friendly PCs with the well-loved, acorn-chasing Scrat and the overall fun of *Ice Age*, **Packard Bell** and **Twentieth Century Fox Home Entertainment** provide all you need for that special present this Christmas. It's not just about specs and price, this year it's about entertainment and fun family moments, like sitting down to watch a great movie together.

But the excitement doesn't stop there: with prizes ranging from *Ice Age 4: Continental Drift* on DVD to winning a **Packard Bell EasyNote** notebook, families will not only get the perfect gift under the tree this Season, but also the opportunity to win one of the two great family trips to Iceland or The Algarve at retailers or e-tailers³.

¹ Notebooks, netbooks, all-in-ones, desktops.

² Belgium, Denmark, France, Germany, Italy, The Netherlands, Norway, Russia, Spain, Sweden, UK

³ Prize funds depend on countries.



Online and in stores

For the partnership, Packard Bell's website will take on the colours of *Ice Age 4: Continental Drift*, with the characters overtaking a dedicated mini website. Retailers' websites and stores will also reflect the partnership by placing **Packard Bell's** products in an Ice Age environment on their webpages and catalogues. In stores, the experience will take customers into the *Ice Age 4: Continental Drift* world, linking the franchise with the cool and stylish design of **Packard Bell** PCs.

Finally, this campaign will be supported by the coolest digital campaign ever on third parties' websites, along the same theme as *Ice Age 4: Continental Drift*, where Scrat's nutty pursuit of the cursed acorn, which he's been after since the dawn of time, has world-changing consequences – a continental cataclysm that triggers the greatest adventure of all for Manny, Diego and Sid. In the wake of these upheavals, Sid reunites with his cantankerous Granny, and the herd encounters a ragtag menagerie of seafaring pirates determined to stop them from returning home.

Get ready for the adventure!



About Packard Bell

Packard Bell pioneered the use of the PC in the home, taking an office tool and turning it into a friendly, indispensable feature of the modern home. Stylish products with cool features, accessible to everyone, are the hallmarks of the brand. Acer Inc., the world's second-largest notebook PC vendor, acquired Packard Bell in 2008. The company designs environmentally friendly products and has established a green supply chain through collaboration with suppliers.

Visit www.packardbell.com for more information.

All prices are given as information only and include VAT.

The listed battery life is based on Mobile Mark 2007® productivity mode testing with wireless on.

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About Twentieth Century Fox Home Entertainment

Twentieth Century Fox Home Entertainment, LLC (TCFHE) is a recognized global industry leader and a subsidiary of Twentieth Century Fox Film Corporation, a News Corporation company. Representing 75 years of innovative and award-winning filmmaking from Twentieth Century Fox, TCFHE is the worldwide marketing, sales and distribution company for all Fox film and television programming, acquisitions and original productions on DVD, Blu-ray Disc Digital Copy, Video On Demand and Digital Download. The company also releases all products globally for MGM Home Entertainment. Each year TCFHE introduces hundreds of new and newly enhanced products, which it services to retail outlets from mass merchants and warehouse clubs to specialty stores and e-commerce throughout the world.

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