



Press Announcement
For Immediate Release
5th January 2011

Packard Bell announces new line-up for 2011

On the occasion of the International CES in Las Vegas, Packard Bell, one of the leading technology brands in Europe, announces a 2011 rich in new launches and stylish products, further reflecting the brand positioning in the trendy and lifestyle segment.

“Packard Bell has made several steps towards its distinct value proposition, synonymous with **“In Style and Trendy, Well Designed and Easy-to-use** products.” says Gianpiero Morbello, Acer Group Vice President of Marketing & Brand. “Our 2011 line-up will consistently confirm these values, addressing style-conscious users who want a unique and distinctive product sporting quality while easily enabling their digital lives.”

Among the earliest announcements foreseen by Packard Bell in the first weeks of 2011: the brand new notebooks **Packard Bell EasyNote S series**, the refresh of the successful desktop **Packard Bell *ixtreme***, a new colour scheme and a new stunning asymmetric model for the **Packard Bell Maestro series**, and new **PB Go** storage devices.

The **Packard Bell EasyNote S series** is bringing style and comfort to your digital life all at once. Available in multiple colours and in three different screen sizes, the **Packard Bell EasyNote S series** enables everybody to find the most suitable notebook for any lifestyle.

The 14-inch widescreen **Packard Bell EasyNote NS** grants compact format for maximum fun. The 15.6-inch **Packard Bell EasyNote TS** is designed for everyday computing, while the 17.3-inch **Packard Bell EasyNote LS** represents the ideal alternative to a home desktop computer for a top multimedia experience.

The brand new **Packard Bell *ixtreme*** strikes a balance with its high-end glowing design, while granting unprecedented flexibility and extended usability for the best digital experience. Its eye-catching soft curves and glossy black finish combine with white illuminated logo for a true sense of style. Its storage capacity grants unlimited room for movies, pictures and music. Simply brilliant and easy to use, it will deliver the best performance ever.

The **Packard Bell Maestro series** wears a new glowing white colour, combined with an ultra-slim design for top elegance in every setting. Additionally an unprecedented asymmetric model, at just 18 mm, will shock you with its sleekness and its ability for you to watch your digital life from different angles.



The lightweight **PB Go** line hosts two new models, to make your precious files safe.

ooooo

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 today's modern home. Stylish products with cool features, accessible to everyone, are the hallmarks of the brand - a unique combination that no other brand in the European market offers today. In 2008, Taiwan-based Acer Inc. acquired Packard Bell. In 2009, the Acer Group fully benefited from its multi-brand strategy, establishing itself as the second-largest PC company in the world and as the number two worldwide notebook vendor. Within the Acer Group, Packard Bell strives to design environmentally friendly products and establish a green supply chain through collaboration with suppliers.

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

All prices are given as information only and include VAT.

© 2010. All rights reserved. Packard Bell, the Packard Bell logo, and EasyNote are registered trademarks of Acer Inc. Other trademarks, registered trademarks, and/or service marks, indicated or otherwise, are the property of their respective owners.

Packard Bell HQ

Véronique Cosatti
Bât. K – Parc des Reflets – Paris Nord 2
165, avenue du Bois de la Pie
95940 Roissy Charles de Gaulle Cedex
E-mail : veronique.cosatti@packardbell.com

BreakOut Srl

Antonella Pezzarossa
Via Grazzini, 7 - 20158 Milan (Italy)
Phone : +39 02 87244325
E-mail: antonella_pezzarossa@breakout-agency.com