



Press Announcement
For Immediate Release
Manno, Switzerland 6 April 2011

Acer Group appoints Luca Rossi as Division Director – Packard Bell EMEA

Acer Group announces today that Luca Rossi is appointed as new Division Director – Packard Bell EMEA, while Emmanuel Fromont, previous Vice President of the EMEA Packard Bell Division has been appointed as the new Corp. VP & President of Pan America Operations.

Luca Rossi will lead the Packard Bell division to continue increasing the prominence and market share in EMEA. He is well-suited to this role, based on his sales achievements for the Acer Group in Italy, Greece, Netherland, Belgium and Luxembourg Region.

Fromont's significant accomplishments in Acer have established a solid foundation for Rossi to continue building: under Fromont's leadership, Packard Bell has been integrated into the Acer Group company in a very positive way thanks to the Acer's Group Multibrand Strategy growing into a profitable and highly competitive brand in EMEA.

Acer Group has greatly performed during the past years and ranks no. 2 on mobile segment worldwide: not only contributed to the transformation of PCs into commodities but, above all, it has been able to interpret this changeover facing the market needs always adapting its organization according to new business demand.

Rossi was born in Milan in 1972. With an entrepreneurial past, previous to his experience in Acer as Regional Director Acer Italy & Benelux, Luca Rossi was appointed General Manager System Group – Europe in 2009 for another major IT manufacturing company, where he covered different roles from 2002 to 2009.

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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 or www.packardbell.co.uk



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