

SMARTBOOK GROWS INTERNATIONALLY

The German manufacturer SMARTBOOK AG has set the course for international expansion

Cologne, 2 November 2009: Smartbook, the manufacturer of mobile computer systems, has set the course for its international expansion. "We are expanding our successful German distribution policy to other countries. We are especially planning to intensify our activities within but also outside Europe." That's how Dirk Pick, CEO of the SMARTBOOK AG, describes the targets of the company from Cologne.

SMARTBOOK AG will be particularly active in Scandinavia, the UK and Southern Europe as well as Russia, East Asian and Australia. "The tried and tested Smartbook image and its innovative design underline the successful SMARTBOOK brand, which has already caused quite a stir internationally. It only makes sense for us to take the next step", says Dirk Pick, looking forward to the new challenges.

"At the end of October, we already presented two of our new models on the Microsoft Windows 7 Launch Event in Hamburg." Pick continues: "For a bit of glamour, there is the 10" SMARTBOOK ZENiD GC CRYSTAL with a CRYSTALLIZED™ - *Swarovski Elements* finish, which is limited to only 20 samples worldwide, and which can be supplied in a FlightCase together with a bottle of Moët & Chandon Brut Impérial "Be fabulous Gold" champagne, also with a CRYSTALLIZED™ - *Swarovski Elements* finish, for a recommended retail price of EUR 2,001.00, and the 12" SMARTBOOK HEAVEN in the new PURO design, which embodies simple understatement".

"Both models, which will be available on the European and international markets in their relevant country versions from November, reflect the new technological elegance that turns a Smartbook into a mobile accessory, and underline the distinctive smart touch of upcoming Smartbook models", says Pick.

The Smartbook brand is protected for mobile computer systems among others in the following countries:

Germany, Austria, Switzerland, Benelux, Denmark, Sweden, Finland, Norway, Spain, Portugal, France, Monaco, Italy, UK, Poland, Czech Republic, North and South Korea, Turkey, Russia, Ukraine, Australia and Singapore.

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