

IOGEAR appoints Amplio as Transatlantic partner

Submitted by: Blue Click PR Limited

Monday, 8 December 2003

Leading connectivity firm gains momentum with new European distribution partnership

Swindon, UK - Amplio Technology Group Limited (Amplio) is pleased to announce that it has been appointed UK distribution partner for the IOGEAR Inc (USA) range of computer networking and connectivity products. The Swindon-based technology and distribution business is now seeking UK retail and etail distribution partners to take on and challenge the market leader with these stylish, top-of-the-range product lines.

IOGEAR, Inc. provides all-in-one solutions and support for computer connectivity for medium, small and home office environments. The portfolio includes KVM / Bluetooth / SOHO Networking / USB / Firewire / Storage and Peripherals.

Consumers can now buy into contemporary design with superior engineering and high performance. Suitable for the discerning customer, in many cases IOGEAR products offer better functionality than competitors. The range offers increased efficiency along with the good looks of a clearly distinguishable brand.

Abder Amokrane, International Account Manager, IOGEAR said 'We are delighted to have found Amplio as a partner in the UK. Their extensive distribution expertise and knowledge of the UK marketplace will help our aggressive strategy to penetrate and grow market share over here.'

Amplio Technology Group Ltd. was selected as the UK Distributor because of its solid understanding of the UK computer peripherals market and access to all markets via retail, reseller and industrial divisions. Since conception, loGear planned to enter the UK market and Amplio's appointment concludes a 3 year search for a UK partner.

Their appointment concludes a 3-year search for a partner by loGear who always planned to enter the UK.

The appointment enables Amplio to extend their product offering and leverage existing channel relationships to introduce the IOGEAR brand to the UK market.

Amplio Technology Group's Director, Dave Flack, commented 'This is another significant achievement in the development of our business. The partnership with IOGEAR highlights our experience in the UK market and we are actively seeking reseller, catalogue, etail and retail partners for the range that will change the face of computer connectivity in the UK.'

IOGEAR products are competitively priced, offer reasonable margins and are retail ready. Anyone interested in stocking these product lines should contact Director Dave Flack, on +44 0870 870 4332. The Marketing strategy will be spearheaded with catalogue distribution, product reviews and product placements.

- ENDS -

weblinks

www.iogear.com

www.memoryplus.co.uk

www.ampliotech.co.uk

For further information contact;

Abder Amokrane, International Account Manager, IOGEAR 001 949 453 8782

Dave Flack, Director, Memory Plus 01672 542155 dave.flack@ampliotech.com

Rhona Jack Blue Click PR Ltd. 01793 635147 rhona@blueclickpr.com

Hi-Res jpegs available upon request

Company Information

IOGEAR

IOGEAR, Inc., headquartered in Irvine, CA, is a leading connectivity and peripheral manufacturer that provides complete KVM (Keyboard, Video, Mouse), FireWire, USB (Universal Serial Bus) 1.1 / 2.0, Bluetooth and HomePlug solutions, targeting home users, mobile users and small to medium sized businesses.

IOGEAR's compact desktop KVM products enable users to access multiple computers through one console, while its extensive line of USB and FireWire connectivity products allow peripherals to be easily attached. The company's most recent Bluetooth and HomePlug product lines provide users with the most advanced industry solutions currently on the market. IOGEAR has consistently

provided products that incorporate innovative technology, providing the end user with outstanding functionality and capability. As one of the only true manufacturers in the industry, IOGEAR has the ability to offer high quality products with the service and support hardware consumers demand.

IOGEAR consistently develops award-winning products that incorporate innovative technology, providing the end user with outstanding functionality and capabilities. The company dedicates itself to designing easy-to-use, economical, all-in-one solutions for the everyday consumer. As one of the only true manufacturers in the industry, IOGEAR has the ability to offer high quality products with the service and support hardware consumers demand.

The company distributes its products throughout North and South America, Europe, Asia-Pacific and the Middle East. For further company and product information, please visit www.iogear.com.

Amplio

Formed in January 2002, Amplio is the holding company for Memory Plus M+- the upgrade solutions provider since 1989. Amplio is focused on the sourcing of new technology through long standing supplier relationships and the ability to deliver the products to market via their 3 channels to market.

M+ Memory Plus

Established 1989, M+ Memory Plus is one of Europe's leading independent providers of innovative upgrade solutions. Located in Swindon Wilts, and shipping daily to customers throughout Europe, M+ Memory Plus customer base includes computer dealers, VAR's, maintenance and facilities management companies, OEM, catalogue, e-tail and high street retailers.