

American Power Conversion Introduces - APC's Stylish TravelPower Case Provides Mobile Users with Easy Access to Power Whether in a Building, on a Plane or in a Car-New TravelPower Case Styles and Designs

Submitted by: Spa Communications

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London, England - May 26th, 2004 – American Power Conversion (APC) have announced additions to the APC Travel Power Case product line; a family of innovative stylish notebook carrying cases which have changed the way mobile users can power their devices. The APC TravelPower Case is the world's only notebook computer case designed with built-in universal charging electronics. These electronics make it much easier for mobile computer users to keep their notebook, phone and PDA charged while traveling while reducing the amount of adapters, chargers and inverters that have to be carried. APC is now offering these mobile users four new choices.

The new models offer more space and style options for mobile professionals seeking easier access to power on the go. Two of the four models are larger versions of the existing synthetic leather and ballistic nylon products, allowing for storage of three-ring binders and/or other office equipment in addition to a laptop, phone and PDA. The remaining two new models are new case designs which also offer more storage room.

The first is an 1800 cubic inch Roller Case that is large enough to hold both a laptop computer and an LCD projector. Its sturdy wheels and long carry handle make it easy to roll your equipment through any busy airport. The final new model is the TravelPower Backpack - great for any "wired" student or the mobile. Its rugged construction and padding will ensure electronics are safe and secure whether walking on busy city streets or within the hectic terminals of an international airport.

All these new models offer the same great features as our current TravelPower Cases.

- Easier to keep your devices powered and charged when you're traveling!
- Helps save space and weight by eliminating the need to carry multiple chargers, adapters and inverters.

All TravelPower Cases include:

- Universal Power Adapter – Power and charge a notebook computer, phone and PDA simultaneously from any single air, auto or AC power outlet. . (Phone and PDA charging requires USB charging cables which are sold separately)
- Input power plugs – In addition to plug adapters for car and airplane power, 5 AC input plug adapters are included (UK, Euro, Australian, US, Indian) that allow users to access local power in more than 150 countries worldwide.

Today's announcement further expands APC's mobile availability solutions that include a line of APC USB Mobile Phone and PDA Chargers which allows the user to quickly and easily charge their mobile phone or PDA through any USB port, the APC SurgeArrest® Notebook Pro Surge Protector family, and a complete line of co-branded APC by Kryptonite notebook security products and other mobile travel accessories.

The new APC TravelPower Cases are available in EMEA (Europe, Middle East, Africa) and will carry an estimated resale price without VAT of €129.99 (1200 cubic inches of synthetic leather), € 149.99 (1500 cubic inches of tough ballistic nylon), € 169.99 (1800 cubic inches TravelPower Case with rollers), € 129.99 (1900 cubic inches TravelPower Backpack) respectively.

The built-in adapter is also available in EMEA as a standalone product for those who already have a notebook carrying case, and will carry an estimated resale price without VAT of €89.99.

For more information about APC, and its other innovative mobile solutions please call 020 8990 6400 or visit APC's website at www.apc.com/gb.

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To obtain photography or request a unit to review please contact Errol Jayawardene, SPA Communications on T:07968 535 517 or email: errol@spacomms.co.uk

About American Power Conversion

Founded in 1981, American Power Conversion (Nasdaq: APCC) (APC) is a leading provider of global, end-to-end infrastructure availability solutions. APC's comprehensive products and services offering, which is designed for both home and corporate environments, improves the availability, manageability and performance of sensitive electronic, network, communication and industrial equipment of all sizes. APC, which is headquartered in West Kingston, Rhode Island, reported sales of \$1.46 billion for the year ended December 31, 2003 and is a Fortune 1000, Nasdaq 100 and S&P 500 Company. All trademarks are the property of their owners.

Press enquiries:

Damien Wells

Director

SPA Communications

T: +44 (0)7779 285114

F: +44 (0)1892 527188

Email: dwells@spacomms.co.uk

Web: www.spacomms.co.uk