

Widget Uk Ltd to take over Distribution for Flip Video

Submitted by: Widget UK

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Flip Video is changing its distribution partner in the UK to Widget UK Ltd (<http://www.widget.com>), the specialist distributor of consumer electronics. The change will take effect from 1st April.

Ray Sangster, President at Flip Video in EMEA said:

"We thank Gem for their support throughout last year and the part they played in our successful UK launch of both the Flip Ultra and the Flip Mino and we look forward to working with Widget on the next phase of our development."

In the UK, the Flip Ultra was launched in June '08 and the Flip Mino in October '08 both to wide scale acclaim and demand, making a significant impact on a UK market valued at over £340 million. Both products are slim line and simple to use that plug directly into a PC or MAC through a signature flip-out USB arm. The cameras come with everything on board including built in software that enhances the 'shoot and share' experience, allowing swift and easy upload of videos to social media websites including YouTube and MySpace.

Flip Video has already taken over a quarter of the market in the USA in just 18 months selling in excess of two million units.

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About Widget UK Ltd
(www.widget.com)

In addition to Flip Video, Widget UK Ltd (<http://www.widget.com>) distributes a tightly focussed range of satellite navigation, pocket computing and mobile scanning products to UK retailers and resellers including DSGi, Maplin, Amazon.co.uk, Play.com, QVC and others.

For press details contact: mat@widget.co.uk