

PRESS RELEASE



Success to touch

– in its most beautiful shape!

The new FC Bayern München USB flash drive by takeMS.

The new FC Bayern München USB drive by takeMS makes fan-hearts beat faster. With the perfect replication of the emblem of this successful German club it does not only provide 4 and 8 GB storage capacity, but also works as sporty accessory on a key chain. Sexy, reliable and handy – the slightly different fan-item that makes you want to grab it!

München / Breisach, April 6, 2010 – takeMS International AG is now the official licensee of the exceptional FC Bayern München USB flash drive. This incomparable companion representing the successful German sports club, with 4 and 8 GB storage capacity is now within reach. With 48 mm diameter, 12 mm depth and a weight of only 23 grams, it can be attached on any key chain as well as worn around the neck with the included lanyard, as medal, while playing. For faithful fans, admirers and partners – the club emblem to touch, cherish and use.

The USB drive lies hidden in the inside of the rubber casing, in order to be protected against water and other external influences. All data like e.g. fan-songs, pictures and scores are reliably and durably stored and can still be accessed any time.

„The comfortable surface feel of the reproduction of the club logo enables users to feel the success of FC Bayern München already by touching“, stated takeMS president and CEO, Edmund Dägele. „Why should one be content with less? Get it now, enjoy and show your affiliation – as part of this great fan community!“

More information is available on www.takeMS.com.

About takeMS

The takeMS International AG working group, headquartered in Breisach, is one of the worldwide leading producers for storage devices. The distribution network covers more than 50 countries worldwide. takeMS - memory specialist and all-around-retail bookseller - provides standard storage products like memory modules, USB flash drives, flash cards and mass storage devices. Product categories from consumer electronics like multimedia players, digital picture frames and navigation systems round off the broad product assortment. Apart from that, in addition to memory supplies, takeMS also offers smart software solutions for the everyday-business life, as well as a range of memory accessories like card readers, USB hubs etc., to have order on and under the desk.

“Made to meet German quality standards”. All takeMS memory solutions are manufactured and tested according to German guidelines and environmental standards. Thereby they stand for highest quality. With millions of sold products, takeMS receives the most valuable award there is for a business – the longstanding trust of its clients. Several national and international awards do moreover confirm the consumer-friendly cost effectiveness of takeMS products. That is why takeMS provides from conviction a 10 years guarantee for internal memory, 5 years for flash and USB products and 2 years guarantee for hard drives, digital picture frames and navigation systems. takeMS sources of supply can be found on www.takems.com/suppliers.

Once this press release is published, please send us a confirmation copy.

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