

PRESS RELEASE

Customized USB drives by takeMS

-The smart business card!

A particularly charming advertising – sensational, clever and customized. The customized USB drives by takeMS meet all major advertising requirements.

Breisach, February 1st 2010 – A very special advertising gift – simply here at takeMS. Every USB drive by takeMS can be provided with an individual logo. Complete redesigning is also possible and there are no limitations to your imagination – it does not matter whether you want the Easter Bunny, a company logo or lipsticks on it. takeMS helps accurately enhancing the brand recognition-value.

Custom-designed USB drives increasingly prove to be perfect popular features. The representative added-value of this means of advertising is – especially nowadays – a most important factor for attracting attention, achieve high contact-quality, addressing target groups inside their direct living environment and therefore increasing sympathy for the product and the brand. The daily use enables long contact times and durable remembrance-values. The customized USB drives can be easily carried on a key chain – for everybody to see and always at hand.

The icing on the cake being the possibility to provide costumers directly with the required data. Simply uploading the company presentation beforehand, programming your logo on the background or filling in a link – there are a lot of possibilities. Functionality and great design are combined into a special advertising gift. The right strategy to redefine customer care or to acquire new customers.

Especially the new takeMS MEM-Drive Twirl proves to be an appropriate advertising platform. In one twirl, it can transform from trendy key chain accessory into a handy USB flash drive. Your logo can be placed in order to attract attention and therefore ensures brand presence.

Time to go customer-stalking – not only at dawn and absolutely gun licence-free!

Advantages:

- ✓ Long contact times
- ✓ Act in the target group's direct living environment
- ✓ High contact quality
- ✓ Strong attention
- ✓ Increase of brand and product sympathy
- ✓ Increase of familiarity
- ✓ Good advertising acceptance
- ✓ Durably memorable
- ✓ Haptic experience
- ✓ Low taxation
- ✓ Advertising with surplus value
- ✓ Advertising supports at will

More information at www.takeMS.com.

takeMS international AG is one of the prominent manufacturers of memory products world-wide. In over 50 countries the name takeMS stands for the highest quality standards and a convincing price performance ratio. takeMS has taken the highest German quality guidelines as its standard. With its millionfold sold products takeMS has received the highest honour that a company can receive: the confidence of its long standing customers. Additionally numerous national and international honors for takeMS products confirm the high

requirement of this young company. The conviction in its products allows takeMS to grant a 10 years warranty on memory modules and 5 years on its innovative flash and USB products.

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

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