

PRESS RELEASE



Real Madrid and takeMS – perfect interplay

Sensational – the new “Real Madrid Crest” USB flash drive, developed by the German memory specialist takeMS AG

Real Madrid, one of the world’s most famous football clubs and the German takeMS International AG agree on cooperation. takeMS is now the official manufacturer of the extraordinary and incomparable USB flash drive with the shape of the “El Real Madrid” club crest, the crown of football.

Madrid, Breisach, July 15th 2009 – On May 4, 2009, Real Madrid and takeMS International AG signed the license contract at Santiago-Bernabéu Stadium, in Madrid. takeMS is as of now official manufacturer of the unique “Real Madrid Crest” USB flash drive. This singular USB drive is the exact reproduction of the club’s crest with 40 mm diameter and a depth of 10 mm. The sturdy rubber-like material provides the USB drive with comfortable haptics and also protects against spray water. The sealing cap is attached to the casing with a resistive strap. The crown of USB drives will be available in stores and of the takeMS homepage by end of July with a capacity of 1 to 16 GB. The full version of the Carry it Easy +Plus software with a value of approx. 20 Euro is, as an extra, pre-installed.

“Real Madrid is definitely one of Europe’s most successful clubs, in football as well as in the basketball section. It is associated with power, elegance, appeal, professionalism and passion, all over the world,” explains CEO Edmund Dägele about the cooperation. “These emotional values and the worldwide acceptance connect Real Madrid and takeMS. With the “Real Madrid Crest” USB flash drive, fans get an individual fan article with the additional advantage of the legendary and

by FIFA as “Best football club of the 20th century” honored club. We are really looking forward to future joint projects.”

More information is available on www.takeMS.com.

About Real Madrid

Real Madrid was registered as a club in 1902 and is nowadays one of the most famous football clubs in the world. Real Madrid’s collection of titles comprises 31 championship titles, 17 cup victories, nine victories in the UEFA Champions League™ and two victories in the UEFA Cup™. This success-story on both, national and international level makes Real Madrid the Spanish record-holder champion and in 2000 it was officially given the title of “Best football club of the 20th century” (International Federation of Football Associations FIFA). Real Madrid also has a basketball section, which is considered Europe’s most successful club with eight European Cup successes, four Cup Winners’ Cup victories and respectively one victory in the Korac’ Cup and the ULEB. According to a market research, Real Madrid has around 41 million fans in Europe (Effective: February 2009). The name “Real Madrid” is admirably associated with the emotional values power, elegance, appeal, professionalism, success, uniqueness, majesty and passion. Real Madrid – an ongoing legend!

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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