

PRESS RELEASE



Vivid fantasy – Three trendy USB drives from takeMS in altogether 20

takeMS goes colourful with three new USB drive versions: the MEM-Drive Fashionline in eight colours, the MEM-Drive Tribal and the MEM-Drive Retro in six colours each.

Modern, trendy, colourful – simply a “MUST HAVE!”

Breisach, February 12th, 2009 – The takeMS International AG broadens its USB drive assortment with three new fashionable versions.

Concerned are especially the still-young, fashion-oriented and stylish trend-setters.

The MEM-Drive Fashionline exists in the expressive colours silver, blue, red, green, orange, yellow, pink, light green and with a capacity of up to 16 GB. The simple, transparent case with convenient swing-clip transforms the USB drive from a simple memory device into a colourful accessory.

The no-slip rubber-touch case of the MEM-Drive Tribal protects from spray-water and is particularly shock-resistant. The ornaments in the trend-colours red, blue, orange, yellow, green and purple remarkably contrast with the black background. A modern eye catcher for all those who like to be in the thick of things. The MEM-Drive Tribal is available with up to 16 GB.

The MEM-Drive Retro is the USB drive for fashion-conscious people. The feminine-looking shape and the handy shuffling mechanism make the drive a handy and trendy accompaniment. The Retro-drive is available in the colours orange, red, purple, blue, green and black with a capacity of 1 to 8 GB.

The simple Plug & Play function via 2.0 USB entry enables quick and easy use with notebooks, PCs and MACs. As for all USB drives made by takeMS, users get the full version of the takeMS edition of the “Carry

it Easy +Plus“ software with a value of approximately 20 Euros and an Avira application for downloading the tried and tested antivirus software AntiVir Premium as test version and free for 90 days.

The MEM-Drives are immediately available.

More information on www.takems.com.

takeMS international AG is one of the leading manufacturers of memory products world-wide. In more than 50 countries the name takeMS stands for highest quality standards and a convincing price performance ratio. takeMS has settled the demanding German quality guidelines as its standard. With its millionfold sold products takeMS has received the highest honour a company can receive: the confidence of its long standing customers. Additionally numerous national and international awards 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, 5 years on its innovative flash and USB products and 2 years on hard drives, digital frames and navigation systems.

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Media contact

takeMS International AG
Marina Schätzle
Waldstrasse 32
D-79206 Breisach
Phone: +49 7667 9414 251
Fax: +49 7667 9414 444
Mail: schaetzle@takems.com
Web: www.takems.com

Company contact:

takeMS International AG
Waldstrasse 32
D-79206 Breisach
Phone: +49 7667-9414-0
Fax: +49 7667-9414-444 Mail:
info@takems.com
Web: www.takems.com