



Memorysolution extends Customizing Business

Memorysolution's customers from the promotional gift industry now can take advantage of a significantly extended range of more than 30 models of USB-Sticks and other highlights from the IT and CE world available in one spot and thus simplify their purchase processes.

Breisach am Rhein, Germany, August 10, 2007 – As of now, Memorysolution GmbH, leading special supplier for DRAM and Flash memory components in Germany and one of the leading memory specialists in the EMEA region, is offering their enlarged portfolio of customizable IT and consumer electronics components as promotional gifts as in a focused on-line presentation.

To ease the purchase process of their customers from the advertising and promotional business industry, at www.memorysolution.de/werbeartikel/ a dedicated portal for these special articles was created. Customers can now choose among more than 30 models of USB drives and other High-Tech gadgets on-line and "on the spot", eliminating the need to struggle with the whole portfolio of more than 13,000 articles in the company portfolio.

For every single article, the complete data sheet is deposited online, explaining in detail all available options for customization for any respective promotional item. At a glance, the customer can identify all information relevant to his purchase process: MOQ, material, precise information in regards to dimensions, weight, specific features and printable surfaces as well as the prospective time of delivery. Choice is among more than six possibilities of the imprint on the article; likewise the customer can select more than six different packaging layouts and in that way optimally adapt the whole package to his special requirements. Based upon this in-depth information it is easy to assess if the goods' characteristics meet their individual requirements prior to any purchase.

As a long-standing specialist for individualized advertising and promotional gift gadgets ("customizing") from the IT and consumer electronics world, Memorysolution offers a comprehensive range of options for adaptation of these articles. For some models it is possible to entirely adapt the external appearance of the gift article to the customers' wish. All accessories can be personalized as well, be it the USB cable or the driver CD, a neck strap, key ring or greeting cards added to the package; everything is possible. All these services Memorysolution offers at extremely attractive conditions: the customers of course do benefit from cost savings gained by the market leader's worldwide sourcing.

Moreover, the special supplier has additional services on offer. One of the many options but not limited to that are USB drives coming with ready-to-use software applications "out-of-the-box". Memorysolution is throwing in their long-standing experience in the field of so-called "preloading", providing for a 1st-class customer experience with guaranteed quality in an attractive package.

Sales Contact:

Memorysolution GmbH
Subsidiary Rhein/Ruhr
Odenkirchener Strasse 2

41363 Jüchen
Germany

Phone: +49 (0) 2165 / 17 05 56
Facsimile: +49 (0) 2165 / 87 15 20

rhein-ruhr@memorysolution.de
www.memorysolution.de

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About Memorysolution

Since its foundation back in 1997, Memorysolution GmbH has become the experienced One-Stop-Shopping partner of choice and leading specialist for proprietary memory expansions, Qimonda und AENEON™ A-brand modules as well as current Flash memory components in Germany and has established a top position among memory module specialists within Europe. The product portfolio is completed by the the Original PenDrive©, for which Memorysolution GmbH is the official EMEA distributor since August 2006, and the new MaxFlash product line covering the full range of flash based USB drives, memory cards of all formats, personal entertainment products and related periphery. Memorysolution caters every market segment from small businesses up to the industries' broadliners. Next logical milestone on the way to a globally operating enterprise was the foundation the US subsidiary PRIME Memorysolution Inc. in Reno/NV in spring 2004. As of July 01, 2006 the former Managing Director and co-founder Gerald Diercks leads Memorysolution GmbH as sole Managing Director. Find more information about Memorysolution at <http://www.memorysolution.com>

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