

PRESS RELEASE



ALMASA
IT DISTRIBUTION

Almasa IT Distribution appoints Radwan Basheer as Head of Saudi Arabia subsidiary.

Dubai, UAE – 6 January 2008 – Almasa IT Distribution today announced the appointment of Radwan Basheer as the head of its Riyadh based subsidiary in Saudi Arabia. Radwan will run the operations in the Kingdom with the support of the senior management team based in Almasa's headquarters in Dubai.

Frank Sheu, CEO of Almasa IT Distribution, said, "Saudi Arabia is a key market in the region and as a strong regional player, we would like to be the resellers' first choice within the kingdom by providing not just a wide range of the best of brand products, but superior service, knowledgeable support and competitive pricing. We are continuing to invest more and more capital and resources in Saudi Arabia with increased facilities, people and infrastructure so that we can build up our organizational capability to service our customers better."

According to Sheu, the company's expansion plans for KSA has been endorsed by its key vendor partners including among others, Acer, AMD, HP, Avaya, Juniper, Seagate, and ViewSonic.

Radwan brings with him a 12-year, strong distribution background within the Kingdom and enjoys an excellent reputation within the resellers and channel partner community in Saudi Arabia. Before joining Almasa, he was responsible for driving revenue growth at Aptec Riyadh and Al-Jammaz Distribution. Radwan's first priority in his new position will be to deliver Almasa's corporate proposition to its reseller partners in the Kingdom.

"In addition to competitive pricing and in-country stock, Almasa will bring its unique combination of innovative business practices, logistics/supply chain management expertise, superior customer service, and knowledgeable support to provide fast moving SKU's and RMA," promised Radwan. In addition to his vast experience, Radwan has also achieved major certification from HP Network Storage Solutions Organisation and HP Star certified Sales Professional.

Almasa's continued expansion in the kingdom will experience a new bench mark of service provided by its experienced team of 30 members.

About Almasa Distribution

Founded in 1995, Almasa IT Distribution is today one of the leading distributors of IT hardware and networking solutions in the Middle East and North Africa. The company has further replicated its success to become a major player in the distribution of Systems, Mobile Computing, Peripherals and Network

Solutions. The rapid expansion and commitment to service excellence has positioned Almasa ITD as the market leader in the Middle East and Africa (MENA) and the reseller's first choice for sourcing leading IT hardware and networking solutions.

Almasa ITD is dedicated to the reseller and retail channel and consistently delivers expert logistic services in order to fulfill the differing requirements of the market and demands for quick product turnover.

Almasa ITD represents an array of world leading vendors such as Avaya, AMD, APW, Asus, Asrock, ATI, D-Link, Extreme Networks, Juniper, Hewlett-Packard, HP Procurve, Intel, Juniper, Kingston, Molex, NVIDIA, Proview, Samsung, Seagate, OPTI UPS, Mio, ViewSonic and many more.

With an experienced team of over 200 professionals representing over 20 nationalities, at Almasa ITD we focus on delivering superior service to all our customers. The diversity of our workforce enables us to understand local market requirements and deploy appropriate corporate resources to maximize customer value accordingly.