

PRESS RELEASE



ALMASA
IT DISTRIBUTION

Lancy Menezes joins Almasa as Deputy General Manager

Dubai, UAE – 7 January 2008 – Almasa IT Distribution today announced the appointment of Lancy Menezes as its Deputy General Manager for its Image & Printing (IPG) Business Unit. Menezes will be responsible for the development of the IPG business in the region with a special emphasis on Kingdom of Saudi Arabia (KSA), Kuwait, and Egypt.

“We are pleased to have Menezes rejoin our team,” said Frank Sheu, CEO of Almasa IT Distribution. “Our IPG business has been growing and we needed a team player like Menezes who understands Almasa’s ethics to head this division to ensure that our channel partners continue to receive the high level of expertise and support they are used to getting from us.”

Menezes has over 16 years of experience in IT Distribution including sales & marketing, channel development, and business development. Menezes worked with Almasa in 2001 for four years. He joined Samsung Gulf Electronics in Dubai as the Sales and Marketing Manager for Digital Printing Division. Lancy has been responsible for driving the Samsung Printer business across GCC with a growth of 300% over the previous years.

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.