

## **ASUS Listed on BusinessWeek InfoTech 100 for 12th Year Running**

Consistent Track Record of Innovative Products Enable Global 3C Leader to Maintain Strong Position in Prestigious Annual Ranking

ASUS has been ranked on the prestigious BusinessWeek InfoTech 100 for the 12th consecutive year, a reflection of its ever-growing stature as one of the world's top 3C (Computers, Communications and Consumer Electronics) companies. Boasting an impressive portfolio of innovative products, world-class R&D and design teams, and a clear vision of the digital future, the creator of the Eee PC™ and worldwide leader in motherboards and graphics cards earned itself the 26th spot in this year's ranking.

Based on financial data gathered from Standard & Poor's Compustat—a division of the McGraw-Hill Companies with computerized data on tens of thousands of publicly traded businesses—the BusinessWeek InfoTech 100 ranks companies according to revenue growth, shareholder return, total revenue and return on equity.

On this new milestone—which falls on ASUS' 20th anniversary—Jonney Shih, Chairman of ASUSTeK Computer Inc., said: "Our continued success is the result of our relentless pursuit of innovation. We will continue to push the limits of innovation in every product and technology we create, as we make our way towards realizing our goal of becoming the most admired leading enterprise in the new digital era."

With a prolific range of products that encompasses the Eee PC™, Eee desktop PCs, motherboards, notebooks, barebone systems, servers, graphics cards, handhelds, wireless and broadband devices, monitors and other computer peripherals, ASUS is perfectly poised to meet the evolving demands of today's—and tomorrow's—digital home, digital office and digital person.

### **About ASUS**

ASUS is a leading company in the new digital era. With a global staff of more than ten thousand and a world-class R&D design team, the company's revenue for 2008 was 8.1 billion U.S. dollars. ASUS ranks among the top 10 IT companies in *BusinessWeek's* "InfoTech 100", and has been on the listing for 12 consecutive years. ASUS was rated No.1 in quality and service by the Wall Street Journal Asia.

With an unparalleled commitment to innovation and quality ASUS won 2568 awards in 2007 – an average of 7 awards for every day of the year.

Over a remarkably short period of time ASUS has become one of the top laptop manufacturers worldwide creating compelling computer experiences that have delighted consumers across the world. ASUS are the Fastest Growing Laptop Brand

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in Europe and ASUS sales are outstripping manufacturers who traditionally dominated the market.

ASUS notebooks have changed the face of the consumer electronics market place with the introduction of highly original and ground breaking notebooks like the Eee PC™ family and the Lamborghini range. ASUS's design excellence is renowned and it is always informed by the life-style needs of consumers creating laptops that are technologically advanced, sophisticated and refined yet ruggedly robust.

### **Notes to Editors**

If you would like a product review please contact the press office or see sample request form on the press assets pages if you wish to be placed on the waiting list.

In addition we are able to organise interviews with the Marketing Specialists for ASUS UK. Please contact the press office to request an appointment.

Scans, specs and further information can be found on the following link:

[www.tru-pr.co.uk/press/client.php?c=asusindex](http://www.tru-pr.co.uk/press/client.php?c=asusindex)

Detailed stockist information can be found on the following link:

[http://uk.asus.com/wheretobuy\\_new.aspx?sltLanguage=en\\_GB&country=1339](http://uk.asus.com/wheretobuy_new.aspx?sltLanguage=en_GB&country=1339)

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