

COMPUTEX 2009, Taipei, Taiwan; June 06, 2009

**“Keep Innovating”: ASUS Rounds Off COMPUTEX 2009 with
Inspirational Message of Innovation**

Showcased U Series Notebooks, Eee PC™ Seashell and Best Choice of
COMPUTEX 2009 Winners G51 Notebook, Eee NAS and Garmin-Asus
nüvifone G60 Carry ASUS' Promise to “Keep Innovating”

ASUS opened COMPUTEX 2009 with a press conference dubbed “Innovations for an Inspiring Future”, and now, on the final day of Asia's largest computer exhibition, its inspirational message of innovation has well and truly become entrenched in the consciousness of both visitors and the media. For five days, ASUS showcased innovation after innovation, from the ultra-thin and lightweight yet powerful U Series notebooks, to the feather-light, 18mm-thin Eee PC™ Seashell ultra-mobile Internet device with flowing lines and an opalescent exterior that recall the natural elegance of seashells. ASUS' commitment to innovation also shone through with the bestowing of Best Choice of COMPUTEX 2009 awards on three of its products—the highest number of awards garnered among all exhibitors at this year's event. The award-winning products are the Republic of Gamers (ROG) G51 notebook, Eee NAS and Garmin-Asus nüvifone G60. But perhaps ASUS' promise to pursue innovation came through strongest in ASUSTeK Computer Inc. Chairman Jonney Shih's interview with the BBC, broadcast on the second day of COMPUTEX 2009. When asked why ASUS—who “invented the netbook”—remained unfazed by the legion of “copycats in the market”, Mr. Shih said: “We are quite used to that. You just have to keep innovating.”

ASUS Credited with Inventing the Netbook by BBC, ASUS Chairman Promises to “Keep Innovating”

ASUS was attributed with creating the first ever notebook in a BBC special feature on COMPUTEX 2009, aired on June 03, 2009. “ASUS invented the netbook”, it was reported, “the only truly revolutionary gadget created by a home-grown company.” When asked why ASUS remained unfazed by the growing number of “copycats in the market”, ASUSTeK Computer Inc. Chairman Jonney Shih said: “The soul of ASUS is 'keep innovating'...we are quite used to [the competition]. You just have to keep innovating.” Mr. Shih cited the Eee PC™ Seashell as a typical result of ASUS' culture of innovation, describing ASUS' latest ultra-mobile Internet device as possessing the best balance of beauty, long battery life and performance.

ASUS Garners Highest Number of Best Choice of COMPUTEX 2009 Awards

Three ASUS products—the ROG G51 notebook, Eee NAS and Garmin-Asus nüvifone G60*—received Best Choice of COMPUTEX 2009 awards, the most awards garnered among all exhibitors at this year's event.



"ASUS has always viewed the user experience as the starting point of innovation and design. It is the only way to become a recognized and appreciated brand," said Mr. Jonney Shih, Chairman of ASUSTeK Computer Inc. "The awarding of Best Choice of COMPUTEX 2009 awards to three very different products, each designed to suit different needs and situations, is a perfect example of our pioneering spirit. At ASUS, we strive continuously to deliver solutions that consumers want through our strength in—and focus on—innovation."



ASUS U Series Notebooks: A Harmonious Balance of Form and Function Certain to Set Hearts Aflutter

The ASUS U Series represents the pinnacle of notebook innovation. Answering the question "form or function?" with the answer "Why not both?", U Series notebooks are exquisitely crafted, thin and lightweight, while taking away nothing in terms of functionality. Their designs are inspired by one of nature's thinnest, most aesthetically pleasing and most graceful creations, the butterfly, boasting side profiles that resemble the wings of a butterfly in flight.

Perhaps the best manifestation of ASUS' swift adoption of new notebook technologies and its ability to implement them in creative ways is the new ASUS UX30 notebook. Based on Intel's consumer ultra low voltage (CULV) processor and built with innovative materials, the UX30 offers the perfect balance of thinness, light weight and power. Only 6mm thin yet possessing

multimedia muscle in abundance, the UX30 is the ultimate thin and light notebook, and marks yet another milestone in ASUS' celebrated notebook history.



Eee PC™ Seashell: Go Anywhere in Style

ASUS has taken one of nature's most beautiful designs—the seashell—and combined it with the best of today's innovations to provide users with the most stylishly functional Eee PC™ yet. Weighing just 1.1kg, the Eee PC™ Seashell is a highly portable companion that users can carry about, allowing them to surf the Internet, watch videos or keep in touch with their friends and family—even while at the beach. Equipped with a more-than-ample 10-inch display, ergonomically designed keyboard, intelligent energy management system and an intuitive multi-touch touch-pad, the Eee PC™ Seashell aims to provide users with the best mobile computing experience, wherever their journeys take them.

* For more information on these award-winning products, please see the appended fact sheet.

Specifications are subject to change without prior notice. Please visit www.asus.com for more details.

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ASUS at COMPUTEX TAIPEI 2009

To find out more about these showcased products and technologies, please visit us at Booth no. M509A, Taipei World Trade Center Nangang Exhibition Hall 4F from June 2–6.

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 11 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 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

Videos of new products can be found at the following link:

<http://www.youtube.com/asus>

Detailed stockist information can be found on the following link:

http://uk.asus.com/wheretobuy_new.aspx?sltLanguage=en_GB&country=1339

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Fact Sheet for ASUS Products Awarded Best Choice of COMPUTEX 2009



ASUS ROG G51 Notebook

Boasting a killer combination of extreme graphics performance, true-to-life 3D audio and futuristic 'mecha' design, the 15.6" ASUS ROG G51 notebook was an obvious candidate for the Best Choice of COMPUTEX 2009 award. The award honors the G51's seamless use of gamer-centric interface elements, its manga and science fiction-inspired chassis, and scorching audio and video performance—delivered by the top-end NVIDIA® GeForce™ GTX 260M and Creative's industry-defining EAX and CMSS solution. It is also a fitting recognition of the Republic of Gamers' tireless and extensive efforts to deliver on its promise: "Designed for gamers". Users who appreciate the G51's competition-ready gaming pedigree but prefer a slightly larger screen can opt for its 16" cousin, the ASUS ROG G60.

Eee NAS

The Eee NAS brings a mix of massive multimedia storage and data sharing to home and Small Office Home Office (SOHO) users. An ingenious Network-Attached Storage (NAS) solution equipped with an Intel® Atom™ processor, the Eee NAS enables 24/7 continuous downloading of up to 20 simultaneous peer-to-peer files at one go, even after the client PC has disconnected from the Eee NAS. A roomy capacity of up to three terabytes (3TB) provides



abundant storage for a vast amount of files and media, making the Eee NAS the perfect solution for storing and sharing.



Garmin-Asus nüvifone G60

With the nüvifone G60, Garmin-Asus has turned conventional thinking on its head and placed navigation at its core. The quad-band GSM Garmin-Asus nüvifone G60 with 3.5G is designed for the active on-the-go user who wants an easy-to-use device and appreciates the peace of mind that comes from a device that answers common questions like “Where am I?”, “Where am I going?” and “How do I get home?” Navigation is at the heart of the nüvifone G60. Its sat nav operates like a Garmin nüvi® with preloaded local maps, and has millions of points of interest (POIs) including hotels, restaurants and street addresses. The POIs can be easily accessed for turn-by-turn voice prompted directions. In addition to millions of preloaded POIs, users can supplement the data with LBS-centric applications from Connected Services, a suite of online applications and dynamic relevant data from Garmin-Asus that adds location intelligence to navigation, phone and browser functions. The expandable list of applications and content includes real-time traffic information, Google Local search, Ciao!, White Pages, weather, flight status, movie times and more.