

31st March 2010

Eggs into Laptops – Only ASUS Can!

The hunt is on as Asus UK have selected the Easter Bank Holiday weekend to unveil to the UK consumer the artfully designed Karim Rashid Eee PC Seashell 1008P Collection.

World-renowned industrial designer Karim Rashid's touch is evident in the techno-chic Eee PC Seashell 1008P which is designed to appeal to all 5 senses.

Available in either glossy Hot Pink or matte Coffee Brown finish it brings together function and fashion in a simple, practical and affordable package.

The Eee PC Seashell 1008P integrates the new Intel Atom N450 processor with Windows 7 Starter, Express Gate and Super Hybrid Engine. This winning combination helps optimise energy efficiency and deliver up to a whopping 8 hours of battery life -giving users long lasting functionality when and where they need it most.

Asus' own highly styled Ken Lee will be popping up all over London (03 and 04 April) and asking the question:

Which one are you, hot pink or seductive brown?

Everyone who joins in will not only receive a free Asus USB stick but the chance to win a shopping holiday for two to Bloomington, Minnesota - home to the Mall of America.

All entries will be posted online at www.techinstyle.tv from 07 April.

If you aren't able to join in the Karim Rashid Easter Hunt, worry not, just capture your choice of pink or brown on camera, log on to techinstyle.tv and share with friends and family and the most popular entry will win the shopping holiday*

In addition, the first 500 video entries will all receive a free ASUS USB stick.

The holiday is supplied courtesy of Bloomington, Minnesota (bloomingtonmn.org) and Sun Country Airlines (suncountry.com) and includes return economy flights from Stansted to Minneapolis, 4 nights accommodation and a Mall of America shopping spree voucher as well as a shopping voucher booklet.

So this Easter, dump the egg, and come on an Easter hunt with the Karim Rashid Eee PC.

Ps. If you spot Ken Lee around London (03 and 04 April) – take a snapshot and send to info@techinstyle.tv and one lucky winner will receive a free Karim Rashid Eee PC.



Contact Information:

Press enquiries:
Danielle Schofield, Tru PR
t: +44 (0) 845 833 8292
e: asus@tru-pr.co.uk
www.tru-pr.co.uk

Sales enquiries:
ASUS Sales Team
t: +44 (0) 1442 202720
www.asus.co.uk
www.youtube.com/asus
www.twitter.com/asusuk



A member of



*Terms and conditions apply. See techinstyle.tv for full details.

Specifications are subject to change without prior notice. Please visit www.asus.co.uk for more information.

About ASUS

ASUS is a leading company in the new digital era, with a broad product portfolio that includes notebooks, netbooks, motherboards, graphics cards, displays, desktop PCs, servers, wireless solutions, mobile phones and networking devices.

Driven by innovation and committed to quality, ASUS designs and manufactures products that perfectly meet the needs of today's home and office users. ASUS won 3,268 awards in 2009, and is widely credited with revolutionising the PC industry with the Eee PC™. With a global staff of more than 10,000 and a world-class R&D design team, the company's revenue for 2009 was US\$7.5 billion. ASUS ranks among BusinessWeek's InfoTech 100, and has been on the listing for 12 consecutive years.

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

News and product information is available at:
<http://www.techinstyle.tv>

Videos of new products can be found at the following link:
<http://www.youtube.com/asus>

You can follow ASUS on Twitter:
<http://www.twitter.com/asusuk>

Detailed stockist information can be found on the following link:
http://uk.asus.com/wheretobuy_new.aspx?sltLanguage=en_GB&country=1339

Contact Information:

Press enquiries:
Danielle Schofield, Tru PR
t: +44 (0) 845 833 8292
e: asus@tru-pr.co.uk
www.tru-pr.co.uk

Sales enquiries:
ASUS Sales Team
t: +44 (0) 1442 202720
www.asus.co.uk
www.youtube.com/asus
www.twitter.com/asusuk



A member of



*Terms and conditions apply. See techinstyle.tv for full details.

Specifications are subject to change without prior notice. Please visit www.asus.co.uk for more information.