



11th May 2010

ASUS Appoint New UK Sales Director

Phil Brown joins ASUS with top 3 vendor mission

ASUS are pleased to announce the appointment of Phil Brown as UK Sales Director who will be starting his role with immediate effect.

ASUS' goal is to become a global top 3 vendor by 2011, and as part of their longer-term commitment and investment within UK operations, ASUS are delighted to recruit a person with Phil's experience and track record to help the company achieve long-term success within the UK.

"I am very excited to join ASUS as UK Sales Director and take on the challenges the role will bring. I feel confident that with previous experience of working with a top EMEA vendor and supported by ASUS' long-term commitment in improving the UK division, we can look forward to ASUS reaching similar success and taking a rightful position within the top 3 vendors by 2011" says Phil.

In his previous role as General Manager of Samsung UK's Notebook Division, Phil oversaw Samsung's rise as the leading netbook brand in the UK and top 5 notebook brand. Phil also brings to ASUS his wealth of experience in working with the UK's key distributors and retailers which will no doubt advance communications within the channel.

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 revolutionizing 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 an interview with Phil Brown or another Marketing Specialist for ASUS UK, please contact the press office to request an appointment.

Information about new products can be seen 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>



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

