



April 2<sup>nd</sup> 2007

### PLDS to start in Europe from May 1<sup>st</sup>

**Eindhoven, The Netherlands** – The earlier announced joint venture between Royal Philips Electronics (Philips) and Lite-On IT Corporation (Lite-On) is starting to take shape. The European Commission has cleared under the EU Merger Regulation the entry by Lite-On IT into Philips & BenQ Digital Storage Corporation (PBDS) of Taiwan. Lite-On IT has taken over BenQ's shares in PBDS and the name has now changed to Philips & Lite-On Digital Solutions (PLDS).

PLDS will be effective in Europe from 1<sup>st</sup> of May 2007. Lite-On IT BV, the European head office of Lite-On IT Corporation, will continue to provide the same service to its customers under the new flag of PLDS. The company will handle sales, marketing, service, finance and logistics of Optical Disc Drives (ODD). PLDS will continue to sell ODD under the brand names Lite-On and HP (under exclusive license from Hewlett-Packard).

Combining strong R&D from Philips with Lite-On's massive production capacity and extensive distribution network will make PLDS ready for the future. With this new organization structure, PLDS will further strengthen the position of Lite-On and HP branded Optical Disc Drives in the market

#### About Lite-On IT:

Lite-On IT Corporation is part of the Taiwanese Lite-On Group, which consists of nine consolidated companies. Lite-On Group is a world leading company in digital convergence (3C: Computer, Communications, and Consumer electronics) employing 35,000 people worldwide. Lite-On Group has 45 factories, 29 branch offices, and 4 R&D centers worldwide and generated total revenue of 5.2 Billion USD in 2005. Lite-On IT was founded in 1995 and has grown since to become the World's 2<sup>nd</sup> largest optical disc drive manufacturer. Check [www.liteonit.com](http://www.liteonit.com) for further information.

**For enquiries please contact:**

#### LITE-ON IT BV

Meerenakkerplein 16  
5652 BJ Eindhoven  
The Netherlands  
Tel: 0031 (0)40 250 8000

**Press enquiries please contact:**

#### TRU PR

Danielle Schofield  
Tel: +44 (0) 117 987 9849  
e-mail: [liteon@tru-pr.co.uk](mailto:liteon@tru-pr.co.uk)



a member of



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