

MSI Initiates a Unique Consumer Education Campaign across multi-cities

New Delhi, 16 June 2010: Micro Star International (MSI) has launched a unique consumer education programme aimed at educating consumers to make their buying decisions in an informed manner. Aimed particularly on first time users, MSI has fitted-out a truck as a complete experience zone where visitors will be able to try all MSI products hands on, as also get in-depth information about the capability and configuration of each of MSI series of Net books and Laptops. Also on display will be the recently launched All-in-one PC (the AE2220) from MSI which extends the award-winning Wind Top line with new levels of performance, usability, energy-efficiency, and functionality in an affordable, stylish and eco-friendly design for today's PC-oriented families.

To give gamers the opportunity to witness the incredible visuals and sound of MSI's GT660, this award winning gamers notebook is also on display – for the first time in India. This incredible gamer's delight include MSI's Turbo Drive Engine+ that doubles up the microprocessor, RAM and graphics performance at the press of a button. It is also equipped with quad-core Intel Core i7 microprocessor. For ultimate graphics power, MSI packs in Nvidia GeForce GTX 285M with 1GB video memory. This gaming beast supports up to 12GB DDR3 memory in three slots.

MSI ACROSS INDIA is an exclusive campaign which will be carried in six cities around the country, including New Delhi, Ahmedabad, Bangalore, Hyderabad, Pune and Mumbai. This operation will continue for 6 weeks during which MSI hopes to touch base directly with almost 100,000 end users. Contests and Games are also an integral part of this campaign, with visitors getting a chance to win some of the top-line MSI products.

The Campaign was flagged-off today in the Capital, on its way to Ahmedabad by **Tony Yang, Managing Director of MSI India**. Speaking at the occasion, Yang commented that *“We find that a lot of consumers are unable to make informed choice to identify the most appropriate note-book. In fact, consumers are also confused on whether they should buy a net-book or note-book. We will help all those who are part of this MSI Across India Yatra, understand their needs and thus decide on the best possible option that they can get within their budget”*.

About MSI:

Founded in August 1986, MSI (Micro Star International) is a world-class leading company specializes in the design and manufacture of mainboards, graphics card and notebooks. MSI is now the world No1 graphic card manufacturer and Top-3 in manboards. According to Displaybank, MSI is the No4 Netbook supplier in 2008 and being ranked as Top 10 NB Brand in the worldwide market based on shipments.

MSI Computer India Pvt. Ltd. initiated its local presence as a licence office in 2005 and become a fully functional subsidiary in 2007. Today MSI India has in total 30 employees to provide local sales, marketing and service support.

Please visit www.msi.com

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