

PRESS RELEASE
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DCC Rallies Central Europe's Retailers

Rising Consumer Sales Across the Region Highlights 2nd Annual Event

Salzburg, 30 June 2006 — DIGITAL CONSUMER CHANNEL Central Europe (DCC-CE), the premier event for the top echelon of retail executives from the region, ended its second annual edition with an increase in participation from retailers across Central Europe's burgeoning markets.

DCC, part of the established DISTREE EVENTS portfolio of executive-level channel conferences, drew support from leading global vendors including AMD, BenQ, Maxtor, MSI, Pinnacle Systems, Sony, Western Digital and many more.

"The wonderful aspect of the second edition," noted co-founder Frederic Simard, "is how more vendors understood that DCC serves those with existing sales networks as well as market newcomers. By creating an annual gathering place for all retailers of significance, vendors are no longer at the mercy of a wide geographic area. They come to DCC knowing that it saves time and money, as well as adding an away-from-the-office ambience where relationships can be built."

DCC's market research partner GfK highlighted the continuation of rapid growth in retail sales for consumer I.T. in the region. "While in Central Europe you have experienced rapid retail growth," noted Dr. Rudi Aunkofer of GfK, "If you look at the penetration levels in Western Europe, you can see the considerable sales growth ahead." Demand for consumer digital electronics grew by an astonishing 18% in Central/Eastern Europe's largest economies last year, according to GfK.

DCC hosted senior executives from the most dynamic high volume retailers across Central Europe's fast-growing, but highly fragmented, consumer I.T. markets. Executives in attendance **represented over 2,250 outlets** in the region, including strong participation from the important home-grown retailers, who often serve as the true gatekeepers to their respective markets.

Using DCC's unique web planning tool, those retailers this year pre-scheduled hundreds of one-on-one meetings during the 3-day event. Vendors held executive-level boardroom meetings for retailers, and both vendors and retailers heard insightful keynotes and premier presentations.

"You discover, once onsite, the important markets, new retailers and new opportunities," said Marco Maltempi, Tucano. "DCC gives you the flexibility

to meet new people at the event, in addition to the pre-scheduled meetings via the web site. A great organization, and a successful event!"

DCC serves as a vital educational update for the retail executives, who gathered to hear experts and share knowledge on important business trends impacting the region, including customer centricity programs, lessons from vendors own stores and other significant issues.

Fabrizio Valente of Kiki Labs, a leading authority on international retail innovation, discussed successful new concepts and formats coming from innovative retailers both inside and outside of the I.T. space. "Retail is moving from products to people," said Valente, urging executives to better understand the changing needs of their customers and adapt to meet those new requirements.

DIGITAL CONSUMER CHANNEL – Central Europe will return to Salzburg next year in June 2007.

DCC CHANNEL AWARDS

Digital Consumer Channel – Central Europe 2006

- Best Vendor: **BenQ**
- Best Boardroom Presentation: **Tucano**
- Best Product Innovation: **Pinnacle Systems**
- Best Product Design: **Freecom**
- Best Product Presentation: **Tucano**

HOW DOES DCC WORK?

Dramatically different from trade shows and other conferences, DCC is 100% designed for busy executives. The rigorous selection process of a by-invitation-only event, the highest quality service, the efficiency of DCC's event management technologies and the exclusivity of the environment at the *Scalaria Event Resort* bring attendees an exceptional return on their investment of time.

ABOUT DISTREE EVENTS

The DISTREE EVENTS group, founders of the world-famous DISTREE conferences, organizes seven powerful channel events each year. The high-level conferences all take shape around the organizer's proven success formula: bring high-level buyers from hard-to-reach markets into productive contact with vital vendors.

The events portfolio includes three events serving the fast-growing CEE region:

- **DISTREE CEE**, the key business platform for the IT distribution channels in Central and Eastern Europe. www.distree.com/cee
January 2007, Monte Carlo
- **DCC-CIS**, the only executive-level event assembling the top digital consumer retailers from all regions of Russia and other CIS markets. www.dcc-cis.com
June 2007, Moscow
- **DCC-CE**, the top retail-only event for the Central Europe region, for access to digital consumer outlets from the Baltics to the Balkans. www.dcc-ce.com
June 2007, Salzburg

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