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Averatec's "It's About Me" Contest Offers Notebook Prizes for Top-Voted Skin Designs

SANTA ANA, Calif., Aug. 21, 2006 – When it comes to style, it's not about the chips beneath your notebook cover. It's about what's "on" your notebook, and how much of your personality it reflects. In other words, "It's About Me" -- Averatec's newest contest that kicks off today across the Internet (www.createyourcase.com).

The "It's About Me" design contest, which runs Aug. 21 to Oct. 21, is an open competition for everyone from students and professionals to stay-at-home moms and retirees to create custom notebook cover artwork, better known as "skins." Today's youth are leading the trend to customize and personalize the tech tools they use every day. From cell phones to music players to notebooks, teens and young adults are turning their technology into "all about me."

"People today enjoy the freedom to personalize everything in their lives," said Saeed Shahbazi, president of Averatec. "Everyday we see examples of people expressing their personalities through their technology. Our 'It's About Me' contest embraces this ideal and extends it to the notebook you slide under your arm or slip into your backpack or briefcase."

A spirited marketing campaign from Averatec will be driving the contest with banner ads on such popular Internet destinations as MySpace.com and Friendster.com. Contest participants can enter their digital submissions via the Averatec "It's About Me" Web site. In typical "American Idol" style, notebook cover designs are uploaded to Averatec's contest gallery Web site, where "artists" can vote their own design, as well as their favorites. Contestants will be able to send contest emails to their friends to garner additional votes. Those visiting the Web site will

be able to view the gallery and decide for themselves. The top five vote getters will receive an Averatec 7100 Series 17" notebook. Creative campaigning for votes will be highly encouraged. Additionally, Averatec will be randomly giving away 10 of its recently announced Voya 350 Portable Handheld GPS Navigation systems for all those registering for the contest.

And as a unique option, contestants may purchase their digital masterpieces for their notebooks through Averatec's campaign partner, GetYourSkins.com.

Computer notebook skins consist of quality vinyl, which includes a clear protective laminate covering over the customers unique artwork designed to dress up and individualize notebooks, while adding protection against scratches. Because it covers the existing notebook shell without leaving a sticky residue, people can repeatedly change their covers according to their latest whims.

Contest rules may be obtained at www.createyourcase.com.

About Averatec

Based in Orange County, California, Averatec, Inc. (www.averatec.com) is a leading provider of innovative consumer electronics products and mobile computing solutions. The company is dedicated to delivering the highest quality products backed by superior service. Averatec has been recognized with numerous editorial awards for its high-value product lines. Its products reach all market segments, including corporate, small business, education and home, and are sold through major national retailers and online retail partners, as well as direct through www.shopaveratec.com. For more information about Averatec, please visit www.averatec.com.

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