

www.hardwarezone.com is HITWISE AWARD WINNER!

Singapore- 23 February 2004- Adding to its list of outstanding achievements, www.hardwarezone.com®, the leading information technology (IT) portal is proud to be the No 1 website for the Hitwise Computers and Internet- Hardware category against Singapore-based websites.

www.hardwarezone.com® excels when it comes to satisfying the needs of an IT-savvy audience with up-to-date price guides, in-depth technology reviews, and has avid support from a vibrant community in its forums.

Hitwise, the leading online competitive intelligence service provider announced the award for the last quarter of 2003, after data based on 'User Visits' for the quarter show that www.hardwarezone.com® was the most popular site in the category.

"Third-party confirmation from Hitwise has been a timely reminder of our company's purpose by helping us perceive market reciprocation for our efforts," said Chuan Jer, Product Manager for www.hardwarezone.com®, "It is with great honor to receive such a coveted award."

Founded in 1998, Hitwise is a privately held company headquartered in Melbourne, Australia, monitoring over 25 million home, work and education Internet users worldwide. Hitwise is building a reputation with its Global Data Network of Internet traffic information and has operations in Australia, the United States, Hong Kong, Singapore, New Zealand and the United Kingdom.

"Our presence in Singapore is expanding very rapidly as Hitwise is the only third party comparative and competitive measurement service tracking websites that Singapore Internet users visit daily, <http://sg.hitwise.com>. Hitwise would like to congratulate www.hardwarezone.com® on it's achievement and status as the Number 1 site for the Computers and Internet Industry" said Lyndon Gasking Senior Business Developer for Hitwise Pty. Ltd. in Singapore

www.hardwarezone.com® has grown from strength to strength with positive results supporting its regional expansion into Malaysia, Vietnam and China. HardwareZone PortaLites provides a welcome service with hardware price guides, news and reviews collated for a localized audience, a winning formula that has proved popular with our members in these countries.



“We hope to match each growing sector with the same standard of excellence that made www.hardwarezone.com® a phenomenal success”, said Chuan Jer, “Having received the Hitwise Award, we promise to double our efforts into making our portal the de facto One-Stop-IT-Hub (OSIH) in the region.”

About Hardware Zone Pte Ltd

Founded 9 August 1999, www.hardwarezone.com® positions itself as a “One-Stop-IT-Hub” which is a market for ideas, interaction, information and products. The popular website creates, consolidates and delivers timely and valuable information to its members throughout the region and abroad. Its mission is to empower users with information technology through “community building.”

Hardware Zone Pte Ltd is an IT content publisher and provider, an IT Internet traffic aggregator , an IT community builder, a multi-transactional platform, and an IT services aggregator and provider. The company will actively pursue its successful four-Cs (Content, Community, Commerce and Consultation) business strategy via synergistic online and offline endeavors.

For media enquiries, please contact:

Ismet Bachtiar
Marketing Executive
Hardware Zone Pte Ltd
Tel: (65) 872-2725 ext 23
Email: ismet@hwzcorp.com

About Hitwise

Hitwise is the leading online competitive intelligence service giving strategists, agencies and financial analysts real-time insights on the online competitive environment. Hitwise uses ISP user activity logs, behavioral monitoring networks and proprietary Internet trawling technologies to monitor the surfing habits of local Internet users, covering home, work and educational usage. Monitoring the largest sample of Internet users of its kind in the world, Hitwise provides daily insights all companies need to make timely and effective business decisions.

Hitwise is headquartered in Melbourne, Australia and offers its service in Australia, New Zealand, the UK, Hong Kong, Singapore and the USA.

Media enquiries

James Borg
Marketing Manager - Asia Pacific



Direct: +61 3 8530 2420
E-Mail: james.borg@hitwise.com