

HARDWARE ZONE PTE LTD OFFICIALLY LAUNCH HARDWAREMAG® AND GAMEAXIS® UNWIRED THAILAND

Thailand - 22nd March 2004 – Progressing in its plans for regional expansion, Hardware Zone Pte Ltd is proud to announce the official launch of the Thai editions of HardwareMAG® and GameAxis® Unwired on the 25th of March at the Merchant Court Hotel.

The country is already experiencing rapid and prominent growth in the IT industry with recent announcements stating that it will become the world's largest HDD production base. Along with reports of record growth rates for its electronic and electrical goods industry in 2003, the immense potential of the Thailand IT market ensures a need for Hardware Zone Pte Ltd to be there in support of its progress.

Mr. Surapong Suebwonglee, Thailand Minister for ICT (Information and Communication Technology) will attend the official launch, together with an invited list of distinguished IT professionals and decision makers to commemorate the event. Mr. Surapong has played an integral part in the positive development of Thailand's IT industry and will be speaking of his 'Goodnet' policy and give out HardwareMAG® Gold Awards to current winners.

"It's a grand occasion that marks the start of an exciting portfolio for Hardware Zone," said Mr. Yongyut Wongteerasoot, Managing Director of Hardware Zone Thailand Co. Ltd. "We plan to establish the franchise with great dedication and meet the needs of a growing community of IT professionals and enthusiasts in the country."

Hardware Zone Pte Ltd methodical expansion into the region has already been met with great success with HardwareMAG® Malaysia in 2002. Public demand for gaming content has also guaranteed an audience for the Malaysian version of GameAxis Unwired that is to be launched in April as a paid-for magazine. Along with Hardware Zone Portalites, local-centric editions of www.hardwarezone.com® in China, Vietnam and Malaysia, the company is continually on the lookout to expand its reach in the region with top-quality IT content and services.

"Our venture into Thailand with HardwareMAG® and GameAxis® Unwired is certain to be a positive step as we increase our profile in the region with a combined circulation reach of 100,000 copies in the South East Asian region alone," said Dr. Jackie Lee, CEO of Hardware Zone Pte Ltd. "We are excited by the growth of Thailand's IT industry as we plan to play an instrumental part in fostering a relationship with an IT community that extends across the region and beyond."

About Hardware Zone Pte Ltd

As the leading integrated media company in Asia, Hardware Zone Pte Ltd is a prolific provider of marketing channels and services to the information communications, technology and gaming industry. Capitalizing on our editorial strength, Hardware Zone Pte Ltd offers to marketers multiple media solutions via our magazines, Internet products, research, direct marketing services, education and training, as well as event management.

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