

PRESS RELEASE**PLAISIO COMPUTERS****NEW SUPERSTORE OFFERING UNIQUE SHOPPING EXPERIENCES AND ENTERTAINMENT**

Consistent with innovation in the consumer's environment, Plaisio Computers launched its new Superstore of total surface of 2200 m² in "The Mall", offering to the consumers' unique shopping experiences and entertainment

The main objective of this superstore is to attend to consumers' needs beyond purchasing, to amuse and enrich them with new experiences.

Within the surroundings of contemporary design with minimal color shades, the emphasis is put on the promotion of Plaisio's products and mainly its services.

Which are the main elements of this new approach?

1. A place of shopping experience with all the products fully functional

All the computers, desktops and notebooks, are fully functional and on line.

All the digital cameras, video cameras and MP3 players are ready to photograph, shoot, or listen to.

All the mobile, wireless and fixed-line phones and all the advanced Internet applications, such as videoconference, are ready to use.

The most popular games, along with all the types of gaming consoles are constantly functional in order to amuse and exhilarate the fans.

2. A place of training and knowledge

In the new superstore there is always something new to learn. In the store's amphitheatre, five training sessions take place every day on matters of great interest, such as digital photography, digital video, digital sound, the

most advanced Internet applications, as well as compiling the best computer according to the customers' specifications.

In "the lab" beyond the immediate upgrade or the restoration of any damages of TURBO-X computers, each customer can ask any technical question and get a responsible and accurate answer.

3. A place to relax and communicate

At the reception there is a round, bar style space, called "the hub". In this area each customer can relax, drink a cup of coffee or refreshment and use for free the Turbo-X notebooks, in order to send or receive his/her e-mails and surf on the Internet.

Finally, everyone can walk on the "hi-tech highway", where in five stops he/she can see the top 5 state of the art technological products fully functional.

This new investment of 2,5 million € aims at enhancing the knowledge and attitude of the Greek consumer, creating a new development axis for PLAISIO COMPUTERS.